



Gender Differences in Evaluative Image Formation of Desirable Environments

Azin Hajiahmadi Hamedani

Department of Urban Development, Science and Research Branch, Islamic Azad University, Tehran, Iran.

Email: azin.hajiahmadi@gmail.com

Abstract

Since the image formed in people's minds is the result of perceived information from the environment, but these mentalities formed include needs, expectations, values, beliefs, memories and experiences of the place, which affect behavior in the environment. The relationship between "gender" and "urban space" is one of the basic discussions for optimal design in the field of urban planning today and affects the attitude and how to organize living space from various psychological, social, cultural, economic, etc. aspects. The changing gender roles of women have also changed the quality and type of their presence in the public sphere and formed a new set of patterns. Therefore, the designer must pay attention to the cognitive stages in identifying how people react based on their gender in what items and how they attract people's attention, how they are remembered, what women's image of the perceived space includes, and all It helps him to identify the optimal spatial environment. Therefore, the purpose of this research is to investigate gender differences in the formation of an evaluative image of the desirable environment with an interpretive phenomenological approach in the experience of desirable/undesirable urban spaces in Tehran, which is of a developmental nature. 15 women and 13 men were purposively sampled. Interviewees expressed their descriptions of 5 desirable and 5 undesirable places. The interviews were recorded and the data obtained from them were written in the form of tables and analyzed with Paul Colaizzi repeatability analysis. Finally, a list of thirty places was prepared, and people evaluated the desirability of each of the urban spaces by ten polar evaluative comparisons, according to the ability to build trust in the study in an intersubjective manner. According to the results of the research, the image of women and men of events and values, with different semantic dimensions, affects the behavior of each. Therefore, different values between women and men can create different purposes and the choice of a place that is evaluated from the window of women's image is desirable, with common meanings related to the concepts of freedom, justice, security, respectability (dignity) of the place, has a face and the class is social-cultural, beautiful, stylish and full of details, quiet and cozy, has privacy and spatial definition while having space, has a happy and healthy spirit. These results therefore return the researchers to the principle that the image of any environment is not only the result of the influence of the external appearances of that environment on the mind of the observer, but also the images of individuals contribute to its creation.

Keywords: gender difference, image, evaluative image of women, feelings and emotions, choosing a suitable place

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1- Introduction

The city is the home of different groups of people and only by understanding the images that different groups and people of the city have in their mind and their relationship, a pleasant environment can be created. that everyone is happy with life in it. Until information on the images of different people and groups is obtained, the city designer must use general images and points shared by everyone, or create diversity in the image of the city to the extent that the available information allows him. to give This point indicates

that the image of any environment is not only the result of the effect of the external manifestations of that environment on the observer's mind, but also the observer's imagination has an effective role in creating it. If we realize that the city is used by different groups of people, we must accept that it is very important to understand the images that the main groups of society have in mind. In practice, the city is an environment that affects the soul and spirit of its citizens every moment, it facilitates the mental health or psychosis of its residents more than what is imagined. It is not without reason that neglecting the spiritual/psychological needs of the citizens has led to a kind of indifference and even displeasure of the citizens towards their living place despite the great efforts spent in the maintenance and development of the city (Hajiahmadi Hamedani, 2018). Since the person-environment relationship is formed at different levels such as individual level such as feeling, perception, values and mental experiences, at social level such as different social groups or groups that are similar in terms of age and gender; The characteristics of each group and stratum should be examined at the same levels. Existence of gender creates differences whether we like it or not, this difference is manifested in needs and subsequently in behaviors. Mental processes including attention, learning, experience, memory, etc. lead to the formation of an image and give meaning to It becomes the environment and people's behavior is formed under the influence of these mental processes. Therefore, due to the fact that the interpretations, images and meanings formed for women and men are unique in terms of values, priorities and experiences; Their behavior is also different in dealing with the same problem. Therefore, it is important for the designer to pay attention to each of the cognitive stages in determining how people react. What things in the environment and how they attract women's attention, how they are remembered, what things their image and cognitive map of the perceived space includes and how it was formed, and... all in recognizing that the environment What kind of environment and with what features will be desirable for women will help the designer in this direction. Finally, considering equal rights in the use of urban spaces for women and men, dealing with the subjective concepts of the individual and the formation of a image of the environment and its effect on behavior, as well as judging the choice of a suitable place, is important for the social group of women. Finds

2- Concepts

Environment: Environment is a complex concept that has various meanings and dimensions such as spatial data, social, cultural, physical, architectural, symbolic, geographical, historical and biological aspects. In psychology, 100 years ago Hellpach ,1900 divided the environment into three areas: the natural environment, the social environment and the cultural environment. Kent Craik considered five indicators to describe the environment, the physical and objective dimensions of the environment, the artifacts in space, the characteristics of the place, the behaviors observed in it, and finally the conditions and atmosphere of the environment (Craik 1971). In a summary, researchers divided the nature of the environment into four types: physical, social, psychological and behavioral. The social environment includes institutions composed of individuals and groups; He defines the psychological environment as the images of people and the behavioral environment as the set of factors to which the individual reacts (Long 1987, 87). Lewin considers the environment to be part of the "biological space" of the individual that is experienced by the individual (personal environment) (Mortazavi 2001, 14).

In this research, the environment is considered to have physical, social, psychological and behavioral properties that the individual experiences.

Human-environment relationship: In the relationship between man and the environment, on the one hand, humans are with their own characteristics and capacities, and on the other hand, the very broad environment that presents itself with all its complexity. In the meantime, the individual as a creature with authority and need to communicate with the environment, it is necessary to receive some information from the environment and convert it into a form that can be understood and stored in the mind. This process is the process of "communication", which gradually begins with feeling and after perception leads to cognition. Our senses, as the first factor of our communication with the environment, play an important role in this and play a fundamental role in perception, evaluation and behavior in space (Pakzad, Bozorg, 2012, 48).

The communication process consists of three main stages: feeling, perception and cognition.

In the emotional stage, we collect information from the environment and communicate it to the brain. As this definition suggests, this stage has a purely physiological basis and is carried out by the five senses and the nervous system of the body. After the information reaches the brain, the perception stage begins with the beginning of mental analysis. Perception is the process by which we select, organize, and give meaning to certain information. In other words, if we become aware of the presence of something in the stage of feeling and begin to record it; In the perception stage, we realize what it is and what characteristics it has or what it looks like in our mind. After we organize mental data, we create images of them and based on these images we evaluate, draw conclusions and behave. In fact, we evaluate (cognition) and perform certain behavior based on information we acquire from the environment (feeling), and analyze it (perception). (Pakzad, Bozorg 2012, 54).

Image: Although image is an image, it is not limited to visual information, but contains all the physical and non-physical characteristics of the surrounding phenomena and places and includes all the meanings and emotions that are evoked in our minds by remembering that phenomenon. (McAndrew 2008, 47). We remember much of the information in our memory visually because we have recorded it visually; This image is called the "image" (Sternberg 2008, 282).

An "image" is a mental package and contains things related to a phenomenon that is recorded in our minds. The feeling of comfort and peace that you have in mind, as well as family members, their voices and your room, the furniture in the room, even its color, etc. (Solso 2002, 349). It can be said that an "image" is a collection of images that are formed from the appearance, function and meaning of a space in our minds. Consequently, as each of these three aspects of space changes, the image also changes over time (Trieb 1976, 73).

The concept of "image" is considered a non-objective and intangible subject. Images are the result of interaction between humans and the environment and include the individual's mental awareness of the environment. Therefore, the study of images is considered the starting point of any analysis in the field of human-environment interactions, which is called "look from within" and complements the view from outside. In the urban environment, the "image" of the city is formed based on sensory influences, personal experiences, aesthetic judgments, ethnic, collective and group experiences, cultural framework and values, ideals and ideals. As a receiver, humans receive information through the senses and analyze it in their brain and apply it with their mental meanings. It is in this analysis that socio-psychological factors such as individual personality, individual and collective experiences play a fundamental role, leading to the creation of a image of reality (Pakzad 2006). The information processed in the mind (the image of the perceived environment or space) is called the "image".

Concept of gender: There are many differences between us humans based on being male or female, but these differences can be seen from different aspects. On the one hand, some of the differences between men and women are due to biological and anatomical differences in the structure of the body, biological processes and the brain. The differences caused by this genetic characteristic are called "sex differences". On the other hand, a group of differences are due to the distinct roles, activities, attitudes and responsibilities that society has assigned to women or men. In other words, each society has a different definition of the roles, behaviors and sometimes the way of thinking of each of the two sexes. This definition is more or less common to all members of any society. Therefore, women and men think and act within the framework of definitions, the same roles attributed to them - which can be very different in each society and have specific characteristics. It is society that attributes roles to the two sexes based on historical requirements, not nature. So "gender" is the different roles, behaviors and even attitudes attributed to the two sexes in a society. The differences in these characteristics are called "gender differences". As the definitions suggest, gender differences are acquired and stem from the historical requirements of each society, in other words, society expects appropriate behavior from each sex. In other words, "sex" is the biological difference between men and women; Gender is the behaviors, roles, activities, attitudes and responsibilities attributed to women or men in a society (Jazni 2001, 13). "Gender," in other words, is social

expectations of the appropriate behavior of each gender (Giddens 1994, 780). Gender includes those social characteristics that define feminine or masculine behavior in society. Therefore, "gender" can be defined as the acquired-cultural differences between men and women (Robertson 1993, 275, quoted in Jazni 2001). "Private and public sphere" are two other concepts for the topic of gender analysis. The difference between these concepts in Iran and the West is very fundamental, because Western models and theories are derived from Western philosophy and have been strengthened by using the capitalist system. The private sphere is the place of women and is defined as follows: the sphere of emotion, irrational, passive, cooperative and peaceful. The general domain attributed to men is logic, action, competition and violence (Jazni 2001, 16).

3- Basics of research

Gender Occasions and Environmental Constraints in the Choice of Urban Space: The Interaction of Gender and Space addresses the gendered nature of space in terms of how it is used. Particular places may be associated with a particular gender according to the biological sex of the people who employ them, or according to the "gender" associated with the different types of activities that take place in them; is related, has gender. For example, toilets have become "gendered" in both male and female forms, because they are used by men and women, while the domestic kitchen has acquired a female gender, because the activity of cooking is something that is socially associated with Women are connected; In front of the kitchen, suppose a public restaurant where the cooking is done by the chef, who is usually a man! (Farzana, 2007, 43). Billiards and snowboarding venues, sports grounds in neighborhoods or on the grounds of residential complexes have also been gendered for men in Iran. The analysis of the relationship between gender and space sheds light on the role and needs of women and men, especially in urban spaces. This analysis contributes to an understanding of how women's constructive roles contribute to the production and reproduction of desirable social relations in urban spaces. The presence of women in public and urban spaces not only expresses favorable relations within a society but also narrates it (Vahidbafende et al., 2023, 12).

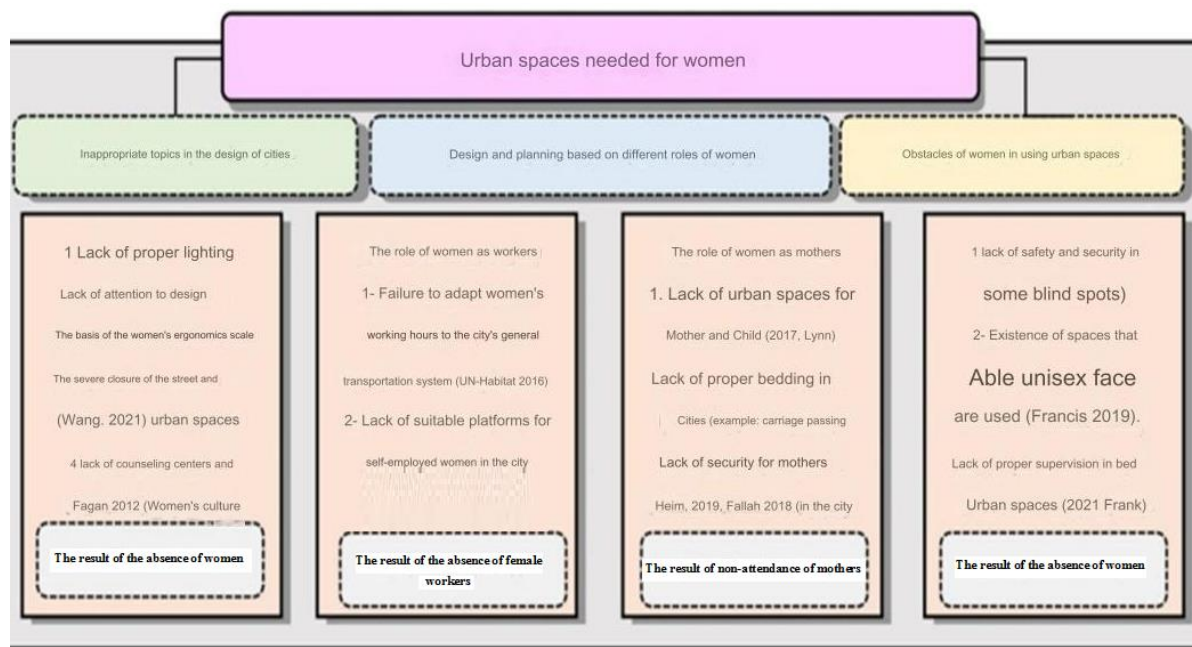


Figure 1- Conceptual diagram of the relationship between gender and urban spaces with an emphasis on the components women need in these spaces (Hajiahmadi, 2024)

Establishing a connection between the spaces occupied by women and their social position is related to the work of feminist geographers, who believe that space is produced and the product of gender relations. They

believe that if gender creates differences in the society in which we live - in relation to how we behave and how we assume ourselves - these social conditions should affect the spaces that are built or used (Alemgena, 2022,102).

Restrictions are experienced differently based on different characteristics such as race/ethnicity, social class, marital status, gender, age, religion and physical ability. Studies have shown that urban public spaces have a greater impact on women's daily lives than men. Many existing behavioral-environmental studies have studied the constraints affecting women's use of public space. Constraints include limited resources (such as financial constraints), negative emotions (such as stress and fear), restrictive responsibilities (such as housework and child care), and restrictive social conditions and norms (such as gender norms). restrictive, extreme plans and schemes). The effects of these restrictions have been fully confirmed in interviews with women when using public space. These restrictions, the place and time of use, with whom they use the space and for how long, overshadow their behavior and experiences when using public space.

When the restrictions faced by women are considered, the criticism of privatized public spaces is certainly inadequate. For many women, the use of privately owned public spaces is not separate from everyday life and does not play a completely recreational role. In fact, for most women, tourist and purely recreational places are less important than places of daily use (Soleimani 2020). Also, women's use of recreational places cannot be a sign of comfort, leisure and mere personal pleasure. Women's lives are often described as holistic rather than simply divided by time and activity (Henderson et al, 1996). Women in privatized public spaces are often engaged in a semi-leisure activity (Horna, 1993); which can simultaneously include childcare and household and daily chores (Day 1999, 162).

Above all, public spaces exclusively "recreational" for women are perhaps the least used because such spaces involve fewer other activities and are more of children's attention and entertainment, and adults with them have many opportunities for other leisure activities. In addition, the burden of today's lifestyle responsibilities can often be inappropriately borne by women (Day 1999, 160). The care of urban spaces should include facilities for children's leisure and entertainment, in completing work tasks and in carrying out necessary household responsibilities such as shopping, preparing food and other miscellaneous tasks (Franck & Paxson, 1989).

The main limitations in women's use of urban spaces include money, housekeeping, the responsibility of taking care of children, and especially time (Franck & Paxson, 1989; Harrington et al., 1992). Convenience has been of high value for the respondents. Also, competing constraint include transgressive gender norms and roles. For example, the "ethics of care" that shape many women's spiritual decisions (Gilligan, 1982). The acceptance of this complexity shapes the attitudes of many women beyond their knowledge (Franck, 1989; Gilligan et al., 1990). The reason for choosing public spaces is simply wider than their preference: Prejudice and consumerism are important issues; But many other factors motivate the use of privatized public spaces. It is said that professional marketers are sometimes so clever that they take advantage of women's limitations in using public spaces in order to promote consumption. Women are potential recreational buyers who are targeted for consumption through newspaper classifieds, direct advertising via the Internet, fashion shows, children's items, free beauty products and survey forms, and cooking instructions and the like (Soleimani 2020). Today, women look at shopping from two points of view, essential purchases and recreational purchases; Necessary purchases are not considered entertainment for them. A woman needs fast service and quality products at a reasonable and low price. She wants an interesting and exciting atmosphere, and it is possible to combine shopping with a meal on the way to the beauty salon, 42). The key qualities of privatized public spaces, such as emphasis on consumption and safety, cannot be defined without limiting gender. be fully known. Even places and activities that are freely chosen can reproduce uncomfortable gender relationships (Villasanta 2022, 12).

Consumer marketing for women reinforces women's interest in fashion and physical appearance. From a young age, women learn to value beauty to gain feminine power (Shokrollahi et al, 2024 and Shokrollahi, 2024). Dee believes that emphasizing and emphasizing beauty and attractiveness is a limiting factor for women. Many public spaces with private ownership, such as shopping centers, have taken the initiative to

promote consumption and attract women by focusing on the beauty of the market. Many times, privatized spaces resort to women by exploiting this desirable social perfection. Beauty salons, gyms and large stores are such spaces (Roy 2022). Therefore, to create a favorable environment for women in the public arena, their demands should be followed; Not that, knowing their mental interests and feminine nature, the importance of beauty led them in a direction to achieve profitable economic goals. The importance of the beauty and attractiveness of the environment should be reflected in all the urban spaces so that the desirability of the place can be expressed in its true sense. Therefore, it can be concluded that due to the existence of things related to women's nature and daily life experience, such as gender-separated duties, the existence of caring ethics, the sense of keeping and protecting children, the elderly, and sometimes domestic animals, in women, The need for security and comfort, attention to the beauty and attractiveness of oneself and the surrounding environment, the need to be seen, respect and dignity, on the one hand, and the social-cultural coexistence and looking at gender from the outside, on the other hand, connect them with needs, values, , implied meanings, limitations and judgments related to the experienced place, which are effective in choosing their desired environment. Of course, the existence of gender relations in connection with daily life should not cause one sex to dominate the other sex, and it may be said that the desirability of the environment for all women and men will be realized when their inner nature is respected and the differences are Neil pushed for gender justice (Hajiahmadi,2016).

Gender from the perspective of environmental psychology: In considering differences in any aspect of life, including design, one must take into account the fact that many of the differences between men and women are genetically and prenatally established, and we cannot change them, but we must use these differences. On the other hand, there are differences that are acquired. If a girl has played with dolls and in the room since childhood, it does not mean that she does not have the ability to establish good relationships or social skills in the future, but it does mean that these abilities give her the opportunity to grow and develop. have not (Pour Hosein, 2021). The relationship between gender and urban space is today one of the basic discussions for optimal design in the global arena and has influenced the attitude and how to organize living space from various socio-cultural and economic aspects. The entry of women into the labor market and society, their new role in the social division of labor, has also changed the quality and type of their presence in the public sphere and formed a new set of patterns. Due to the male-centric design of cities and urban spaces, the quality of participation and social interactions of half of society in these spaces has been neglected. It is on this basis that trends such as feminism have emerged in urban design (mainly abroad). Meanwhile, the three aspects of biological, psychological and sociological provide a comprehensive combination to express the differences between the two sexes. In the biological aspect, the focus will be on the physiological differences between the two sexes. While the psychological view emphasizes the interaction of environmental and genetic factors and the sociological view emphasizes the influence of society on the differences between men and women. It is important to note that each of these views has looked at the issue from its own perspective. None of them is complete and does not discuss all aspects of differences. In fact, these views complement each other and their combination will provide us with a comprehensive view (Hajiahmadi Hamedani, 2019). The difference between male and female is determined before birth. Women and men are differentiated before they are born and influenced by society, and it is these chromosomes that are involved in determining gender. These sex hormones also play a key role in the development of secondary sexual characteristics. In fact, the biological differences between the two sexes are so great that they have many different characteristics. Biological factors influence sex differences in three ways: sex hormones, body structure, and brain functions and characteristics (Paechter, 2023). Psychologists consider both environmental and hereditary factors in their study of gender differences, and believe that some hereditary traits can be weakened or strengthened by the environment. In other words, the environment influences how human genetic characteristics emerge. Thus, individuals gradually behave as a girl or a boy throughout life based on the interaction of these characteristics, in other words, behaviors as a woman or a man are the result of a combination of certain physiological characteristics with things they have received from the environment (Soleimani 2020). Sociologists believe that the differences between men and women are due to "behavioral differences" that society assumes about them. The group believes that people learn all behaviors depending on their role in society and in

response to the needs and demands of society for each sex. In fact, when placed in society, it becomes clear what behaviors are common and what are unpleasant for each sex. These behaviors are learned and refined from childhood to adulthood and old age. For example, as a child, she learns that men should not cry and that a girl should wear her hijab after the age of 9, or as a teenager, she learns that in our society it is not appropriate for a girl to cry loudly. Laugh in public, or even eat in public. In other words, it is society that teaches children from the very beginning of life to look at the world through gender lenses and to learn behaviors and roles that are inappropriate for each gender (Julian, 2023).

All these mental patterns will be effective in the minds of women and men in the future and even direct them in the way of choices, priorities, feelings and emotions in private and public arenas. Therefore, it can be said that these factors are influential in creating the images of people in their relationship with the environment, encouraging them to a certain behavior or choosing a specific place or stopping them from doing so. It seems necessary to study the criteria of gender difference affecting how gender identity is formed and then women's image of themselves.

The process of feeling, understanding and knowing the environment with a gender approach: It is now known that the behavioral differences of men and women in the environment are influenced by acquired and cultural characteristics in addition to their physiological criteria and brain abilities. Also, there are differences in the ability of sensory receptors of the environment between women and men. These differences in the feeling of the environment along with differences in brain processing have also created perceptual differences. In the following, some of the findings in this field will be discussed.

- Gender differences in feeling the environment

Women feel more confused in an environment that has too many details. Therefore, in spaces such as highways where the speed is high and attention is drawn to limited elements, men focus their vision easily in different conditions. In order to smoothen the conditions for women, it is necessary to keep the surrounding environment as simple and uniform as possible, with few details, so that attention is drawn to the opposite point and the abundance of information does not cause confusion. In addition to this, another difference is vision in color recognition. Women are more capable of distinguishing colors than men. Women recognize a wide range of colors and understand the subtle differences of colors better, while men's ability to recognize this variety of colors with details is not as good as that of women. Another gender-related vision difference is the difference in day and night vision in men and women. Men's acuity is more than women's in day vision. This difference exists between the two sexes since childhood, on the other hand, adaptation to darkness in women is faster than adaptation to darkness in men. Therefore, women recognize a wider color spectrum. In a crowded and detailed environment, women perceive more elements and get tired earlier than men. Women have an ancient, more powerful memory and rich and detailed images. All these cases indicate that women's choice of a desirable place, which they have a better image of in their minds, will encourage them to be in the space, which is part of the environmental stimuli and the respondents' reactions to it. The hearing power of women is superior to that of men. They have a high hearing sensitivity, so women in the environment (and especially in crowded environments) consume more energy than men and get tired and nervous sooner. Research shows that women are not only able to recognize smells, but also perform better than men in remembering their names due to having a stronger memory. In addition, the amount of discomfort caused by smell is more common in women. In other words, women suffer more from the presence of unpleasant odors in the environment, such as the smell of paint and strong odors (Pakzad, Bozor 2013). Therefore, it can be said that the difference in response to stimuli and the difference in the ability and strength of environmental senses as the first step in knowing and perceiving the environment, which affects the relationship between humans and the environment, indicates that women are generally sensitive to environmental stimuli. and after that it will be important in the formation of the image of the environment.

- Gender differences in environmental perception

What should always be noted in the discussion of perception is that although the feeling and perception system is the same in all people, each person has a different perception of his or her surroundings and

therefore it can be said that the perception of stimuli is different. Similarly, it can be the result of a combination of several factors, and one influential factor alone cannot determine what is perceived. Some of these differences are related to individual differences, having different experiences, gender, culture, occupation, ... Some of these factors are related to different environmental effects (Gifford 1997, 24). In perceiving the environment, women are partial and men are not whole. In general, men and women look at the same world from different perspectives. When a man looks at objects, he measures their three-dimensional and spatial shape. They relate objects by considering their spatial shapes. It's like putting the pieces of a puzzle together. Women, on the other hand, take a bigger picture of things and pay more attention to their details. For women, perceiving details and relating one piece to another is more important than understanding the overall spatial shape of an object. In general, the findings show that women's sensory perception is superior to men's, but men's three-dimensional perception stronger than women.

- Gender differences in environmental cognition

The differences between men and women are not limited to the abilities of feeling and perception. These differences can also be seen in cognitive processes. Table1 shows the perceptual-cognitive differences between women and men.

Table 1 - Perceptual-cognitive differences between women and men (Hajiahmadi,2024)

Men	Perception and cognition	women
Holistic Attention to the generality of objects and space (enclosure, wall continuity, etc.) Understanding the totality of space (volume, shape, and form at first glance)	Perception of the environment	inconsiderate Attention to the details of objects, spaces (panels, showcases, decorations, etc.) piecemeal understanding of the shape of space Superior sensory perception and reception
More accurate time interval distinction	Perception of time and motion	Faster detection of movement (keeping the distance)
Stronger 3D perception Finding a better route Strong map reading Interested in computer games	Three-dimensional perception and spatial visualization	Two-dimensional perception of objects Poor map reading Poor mental rotation ability
Forgetting most of the memories, quieter images and total	Memory	Stronger memory, more clarity of memories, more detailed and richer imagery

- Gender differences in communication styles

Another difference between the two sexes is the way they communicate. Communication styles that include verbal and non-verbal communication and their differences between the two sexes are explained below. Finally, it can be said that the existence of differences between men and women is obvious and to deny this is to deny the natural flow of creation. It is important to note that the purpose of raising these differences is not to prove the superiority of one sex over the other, but to be practical in order to remember the existence of these differences and to use them optimally in line with the goals. To be able to understand the

characteristics of each gender by recognizing the differences and to take steps to create a favorable environment for the flourishing of each social group of women and men.

**Table 2 - Differences in communication style and abilities between women and men
(Hajiahmadi,2024)**

Men	Communication and emotional capabilities	Women
More use of terms The importance of the message	Verbal communication	Superior verbal power) more talkative) The importance of the message
The difference in creating a personal distance Relaxation in sitting	Nonverbal Communication	Women in Iran keep more personal distance from the opposite sex Tension and discomfort in sitting
An outside view of the issues and events around Trying to categorize humans	The ability to infer emotions	Higher ability to open feelings, decipher emotions Intuitive and inner perception ability Ability to empathize with others dependence on others
Less independence	Independence	More independent
Less confidence in facing problems	Self-confidence	More confidence in facing problems
Higher strangeness anxiety	Strangeness anxiety	Less anxiety strangeness

- The role of emotions in environmental assessment

Lynch believes that there are other essential qualities in a beautiful environment. The "meaning" or purpose that is imposed on the city's environment - both practical and emotional - the pleasure that comes from seeing the environment, the rhythm, the factors that bring excitement and stimulate emotion, and the factors that expand the scope of choice (Lynch 1381).

People's hopes and joys, their social feelings, must be given a chance. Most importantly, if the environment is significantly organized and acquires a distinctive appearance; Its inhabitants can link their hopes and desires to it, in which case the living environment becomes a place that is noticeable and has good cognitive manifestations (Lynch 2002).

A good image of the environment is the basis on which emotional bonds and memories may be based, but the value of an image, in a broader sense, can create a general context in which a person can act or connect his knowledge and information. . Thus, the image is like a set of beliefs or a set of social habits that bring realities and possibilities into the system. At least, existing studies show that there is a relationship between the image of direct observation and the descriptive image, and in the second type of image, the factor of the person's feelings plays an effective role (Lynch 2002).

It is these emotions and meanings that play a central role in our perception and reaction to the environment. The exploration of people's frequent reactions to different types of places reveals their evaluation of appearance forms and relates to the elementary dimensions of environmental experiences. Evaluation and conceivability are in balance. We remember places we have strong feelings about and will have more feelings about the shape of the (imaginary) components of the city we remember (Rapoport, 1970). Meaning strengthens perception and perception strengthens meaning. It is safe to say that research

shows that the most imaginative buildings in the city have left the strongest evaluations, both positive and negative.

Summary of views related to the image formed of place: With regard to the examination of views related to the formation of image of the environment and how to evaluate the environment by variables affecting the choice of the desired place, the views of theorists are summarized in Table 3 is summarized.

Table 3-Perspectives related to image formation

Formation of image Views related to the							
No	Theorist	Point of view	Elements of image	The nature	How to value	influencing variable	The effect of gender
1	Trib	Form, appearance and urban landscape	Time: (appearance, function, (meaning	emotional -mental	Perceptions, personal experiences, expectations, values ,goals	Social conditions, mental states at the time of assessment	Not seen
2	Appleyard	Pluralistic city Urban) (Knowledge	structure, identity, environmental meaning spatial/temporal dimension	Verbal-Nonverbal	Mental norms and values, needs, ,experiences intellectual and mental capacities of individuals	Perceptual differences between social, functional, economic groups	Seen
3	Edward Ralph	Place Identity and place lessness	Place identity, form distinction, functional importance, symbolism, visibility	Ladder (vertical + horizontal structure)	Individual (feelings, memories, needs, (personality Group - (common language, signs, common social experiences) , mass	The intensity and depth of people's commonalities	Not seen
4	Counter	Sense of Place	Image, face, people, description, place	Reflection of reality (with (errors	Keywords: Emotions, Descriptive attachment ,pattern Individual satisfaction,	The difference between people	Not seen

					Goal, Preferences		
5	Rappaport	Nonverbal communication	Mental system, artificial environment, meaning and concepts	Mindful-Abstract	People's mental meanings, the process of personalization	Differences in culture, different contexts, social groups	Not seen
6	Montgomery	The concept of place	Meaning of civilization, psychological, access acceptance, learning	Conceptual	Concepts, activities, people, perceptions	place belonging, emotions, desire for the environment care for the environment	Not seen
7	Kevin Lynch	Simay Month	Structure - identity and meaning path, edge,) node, sign, (domain	Mental-Semantic	Visuality, readability, clarity and distinction of form	Feelings, emotions, memories, experiences commonalities, symbols	Seen
8	Jack Nasar	Evaluative imagery	structure, identity, sealing (naturalness, order historical, affectionate, (maintenance	Mental-Emotional - Psychosocial	implicit) meaning - emotions and emotional (triggers	Perception, cognition, behavior, individual and environmental differences	Seen

Source: Author 2024

As shown in the table, one of the more complete views is the evaluative image view of Jack Nasar, which evaluates the image of individuals according to the criteria of structure, identity and the criterion of love (like/unlike) and Mental is a mental-emotional and psychological concept. Thus, by receiving people's feelings and emotions that are reflected in the environment, and the implicit meanings that are interpreted in the minds of people in the experience of the environment, it determines how the space with the standard of sealing is created and what qualities it contains. Therefore, it seems that in the perception of women's evaluative image of urban spaces and how to evaluate these spaces, women's spatial preferences and how they choose space can be achieved. Accordingly, it is necessary to measure the theory of Jack Nasar for specific gender groups in Tehran and extract implicit meanings from the environment affected by feelings, emotions, memories, priorities and finally judgments in order to examine gender differences. The title of the individual variables of his theory can be generalized and developed or not.

4- Research background

In this research, the evaluation of the image and the desirability of places in terms of similarity in the method and synthesis were examined in order to achieve the structure of the research by looking at the background of the subject. According to the studies conducted in connection with the research topic such as examining the image of the city (image of the city), evaluative image of the environment, perception and measurement of image of individuals and specific groups such as women, evaluation of feelings, emotions and environmental triggers and interpretation and analysis of the implicit meanings perceived by citizens of urban places and finally the choice of the desirable place known by measuring the perception of people, background related to the studies examined and in the table below a summary of the structure of related studies in terms of theory, synthesis and methodology Provides research. As can be seen, according to the research conducted and the methodology and synthesis related to the present research, they can be divided into four general categories: studies related to image and city image, studies related to environmental preferences, studies related to image Environmental assessment and study related to gender, preferences, anthropology and geographical visualization were categorized. Although most of the research conducted in terms of scope is in line with the present studies, but in the way of focusing on the subject (gender, evaluation, receiving emotions and implicit meanings derived from the environment), objectives (the effect of gender identity and place desirability), Research methodology (evidence-oriented/experimental) There are differences that can ultimately be used to advance the research objectives.

Table4- Research-related background check

No	Researchers	Period	Subject of investigation	research Concepts examined
1	Derk de Jonge	1962	Views of Amsterdam, Rotterdam and The Hague	The shape and structure of imagery ,Reading)mapping and cognitive (Visual
2	John Gulick	1963	Tripoli, Lebanon	The shape and structure of students' cognitive mapping imagery and ((reading, visualization
3	Saarinen	1969	The city of Chicago	The form and structure of imagery and mapping (reading, cognitive (visualization
4	Appleyard	1970	The new city of Ciudad Guyana in Venezuela	The shape and structure of the image implicit meanings (the ugly and the (and beautiful parts of the street
5	Francescato & Mebane	1983	The skyline of Rome and Milan	The form and structure of imagery and mapping (reading, cognitive (visualization
6	Gould & White	1974	U.S. spatial preferences	Map of evaluative responses and preferences regional common
7	Milgram & Jodelet	1976	The city of Paris	Psychological maps of place places/rich preferences (dangerous (and poor/intimate/nokise
8	Kaplan & Kaplan	1979-89	Environmental Priorities of America's Environments Natural	Individuals' environmental preferences for the natural environment and aesthetics of the

				landscape (mystery, complexity, coherence, legibility)
9	Herzog	1992	Cognitive Analysis of Urban Space Preferences in Michigan, USA	Criteria for urban spaces with good sufficient diversity organization and ((cohesion, complexity, antiquity
10	Harrison & Sarre	1975	image of from Women the urban environment as a group living in the city of Bath and the image of shopkeepers in the commercial environment	Measuring the image of the theory of personal environment in the structures, people's behavior in the to the context environment according ((descriptive scales, emotional triggers
11	Snodgrass & Russell	1986	Spatial Assessment and Building Studies at University of the British Columbia	Evaluative imagery, meanings and emotional triggers feelings and (relaxation, excitement, pleasantness, (stimulation
12	Rapaport	1990	Indigenous design in Phoenix /Greece in Spatial Assessment Arizona	Reference to implicit meanings, social importance of culture and the meaning (personality and emotion) in evaluation
13	Jack L. Nasar	1998	Evaluative imagery American cities	Evaluation of visual quality and their people's emotions and impact on inferences (mehrangizi) - (naturalness, historicity, warmth, ,order (maintenance
14	Nazgol Bagheri	2014	writing in Women's urban spaces in Tehran	Investigation of women's behavior, of urban space, preferences and use feminist geography, geographical anthropology of gender ,visualization spaces (public/private, religion/secular, ,modern/traditional (woman/man
15	Mahnoush Shahin Rad	2015	Women's Valuing Visual Priorities in Urban Tehran 's Spaces	Examining the criteria of visual quality (historical importance, naturalness, legibility, samplings, association, reading the environment, proper maintenance, sheltering, complexity mysteriousness, Coherence, order, confinement and openness [vastness of space and spatial determination])

Source: Author 2018

5- Theoretical framework of the research

Improving the inclusivity of urban spaces and empowering different groups to benefit equally from its benefits is the basis for the psychological development of citizens (Ma and Furuya, 2023 Ma). Environmental psychology has led to advances in the creation of human places for the urban design conscious. Designers can use the findings or situation research to derive situation-specific guidelines. A combination of controlled and naturalistic studies can improve the understanding of the causality and applicability of urban planning. Design and planning processes as a requirement of applied sciences can play a role in shaping the knowledge base. This work involves a cyclical process of planning, design, construction, occupation and post-occupancy evaluation, where appropriate, planning support (Preiser and Nasar 2008). This approach, by giving priority to residents and occupiers, integrates them into projects that are vital and desirable to them. By examining the basic concepts and issues of gender differences in the relationship between humans and the environment in terms of the process of feeling, perception and cognition, gender differences were extracted from the theoretical foundations in environmental psychology, which in the course of the two-way relationship between humans and the environment and leading to behavior The individual in the environment, it is determined that the image is the representation of the realities of the environment in the human mind and includes the individual's mental awareness of the environment and the first step in the analysis of the relationship between man and the environment is studied. Therefore, the views related to imagery were also examined from the perspective of experts to determine what factors influence the formation of imagery and how it is formed. In most views, theorists have pointed to individual and internal differences derived from various variables such as age, gender, ethnicity, race, culture, social values, etc. However, the focus of research on gender differences, especially in relation to how the image is formed in women and the factors affecting it in the views, has not been done and only on dimensions such as meaning, implicit meaning derived from the environment, feelings, emotions, judgments, values, norms, etc. Pointed out; In general, they need to be more examined and focused on in relation to gender. The present research aims to identify the evaluative image of women and men in choosing the optimal place by considering the gender differences in the process of feeling-perception-cognition of the environment and examining the emotional-emotional reactions derived from the environment in women and men. Therefore, it can be said that the view of Jack Nasar's evaluative image in the measurement of space sealing is largely close to the theoretical framework of the research and it is better to develop this theory to obtain effective gender difference indicators in the evaluative image of the environment. Views, studies should be done. Jack Nesser's theory considers environmental psychology and urban design to be integrated in order to study the evaluative image of the environment and to acquire implicit meanings, judgments and how feelings and emotions derived from the experienced environment are involved in evaluating the image of the individual. This view is the most applicable in terms of variables affecting the model, apart from the fact that it emphasizes in its recommendations to examine differences resulting from individual criteria, so studies can be based on this theory to examine different social, cultural, It also developed ethnic, racial and, of course, gender. Therefore, the conceptual model of the research continues to express the interpretation and theoretical framework that reveals gender identity and its impact on the evaluation of urban space in the individual-environment relationship in reaching the desired place for women and men. However, the focus of the present research is on the extraction of implicit meanings and description and recognition of feelings and emotions derived from the image of women (according to gender differences) in the evaluation of their desired environment that leads to the choice of the optimal place; is located. Therefore, the conceptual model of the research aims to investigate the role of gender in how women's image is formed in choosing the right place. In the field of urban design, from reality to mentality, looking for how the appearance and form of the city to the perception of objectivity and urban landscape and the formation of the city face, focuses on the emotional reactions of women and men to the environment and shows that the evaluation of implicit meanings is derived. of the place and judgments of individuals, builds an evaluative picture on the basis of which the individual behaves in choosing his or her optimal place.

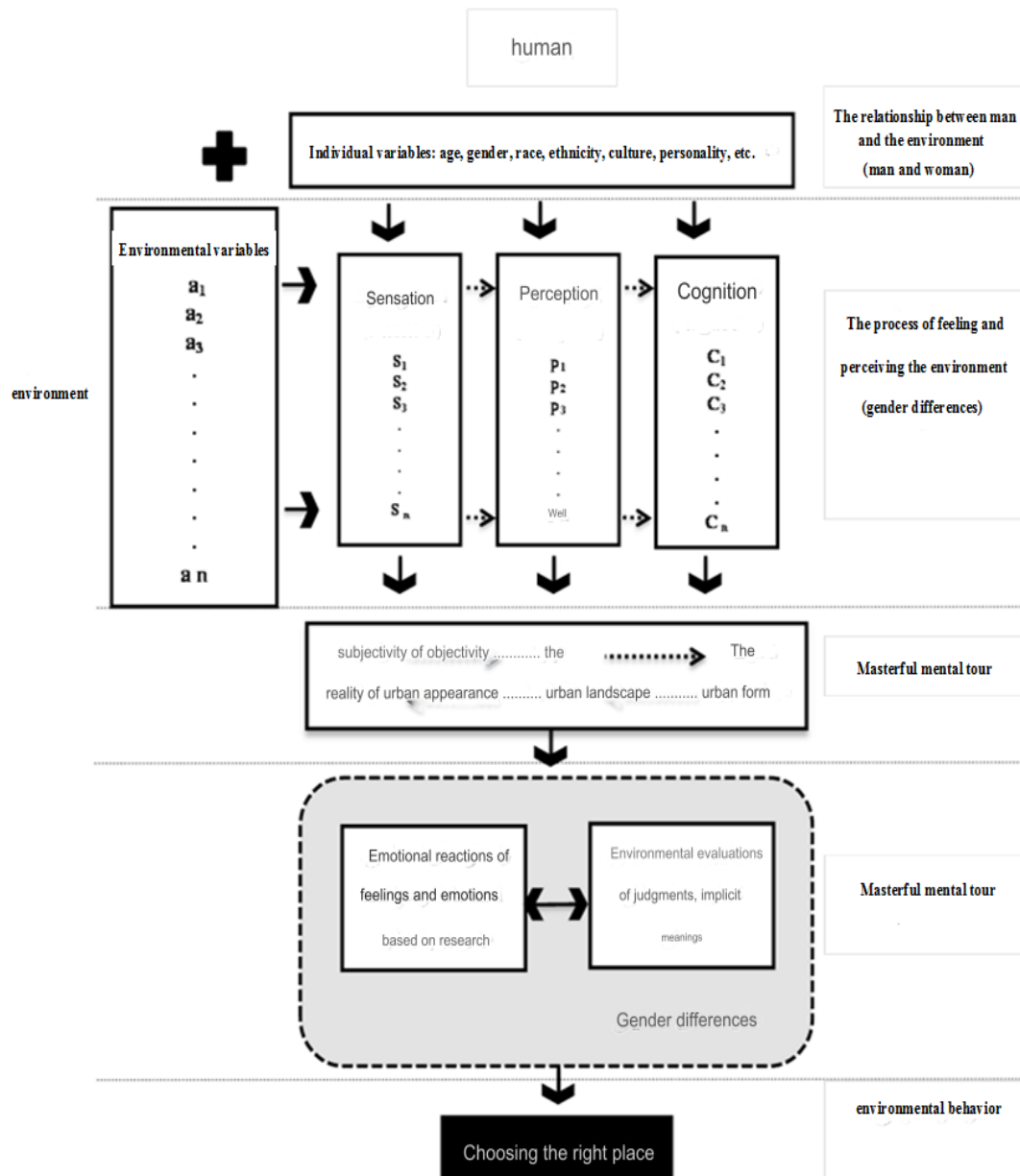


Figure 2 - Research conceptual model - Source (Author, 2024)

6- Research methodology

In the present research, the aim is to find out how the ideal environment is defined in women's minds. How do women and men imagine their ideal place? How does the living environment they experience make sense based on their emotions and feelings? To discover this right, one must measure the desirable/undesired place from the point of view of men and women who live in that environment normally and naturally. In other words, the main action is to call for vigilance and conscious attention to the normal and customary beliefs and actions that exist in the individual and customary world of the individual, an action that ultimately leads to a significant two-way dialogue between those who live in places. And those who want to plan for these people will do it. Therefore, it started with the hermeneutic review and study of scientific documents and researches, such as the experiential view of Jack Naser's evaluative image, then through interviews with men and women who participated in this relationship, with the help of their opinions about the desired experienced places. And the undesirable ones have obtained complete information about the phenomenon, and finally observed their own experiences as a woman, by thinking

and reflecting on the lived experience, describe the perceived image of the places from their own point of view. In general, the feelings derived from the place and the emotions that arouse women and men towards their chosen place, as a phenomenon, were investigated with a descriptive-inferential method, and the common thematic core of concepts in the form of tables taken from people's experience, and related interpretations. presented with the phenomenon.

In the current research, in-depth interviews (interactive and deep conversations) were conducted with a total of 28 men and women, so that they exchanged their experiences with the researcher and fully interacted with each other. In this type of interview, open questions have been used that have led to revealing the changes and differences between women and men in identifying their desirable/undesired places. The interviewees (research colleagues) freely expressed their feelings about the mentioned places from their point of view, which had both positive and negative aspects, and explained their reasons for each of the places. It should be stated here that the friendly and close relationship between the researcher and the participant in the research is such that the quality of the data increases through intimate communication based on trust and friendship. Respondents are allowed to tell their stories and stay close to their individual experiences to interpret them.

In the continuation of these 30 places, according to the 10 types of feelings and emotions and the perceived meaning in the form of semantic difference (positivity/negativity), the participants were questioned again. The table below shows the contents of the question.

For the reliability of the research report by "checking the members' descriptions", the descriptions and findings are questioned by the respondents. In the current research, after examining and analyzing the data obtained from the interviews, it was considered necessary for the credibility of the research and the ability to transfer the presuppositions under investigation to other situations, 30 places with the most emphasis on them in the city of Tehran. from the perspective of the participants, or had special characteristics related to gender identity, and the type of choice from the side of women and men, should be questioned again. In order to be able to examine the findings of the research (spectrum of feelings and affective emotions that women and men mentioned during the process of describing and interpreting the phenomenon) to reach a mutual understanding with the participants.

Therefore, the information related to feelings and implicit meanings taken from the images of women and men are categorized positively and negatively (loving/unloving), this information is based on the feelings that were shared between men and women, feelings that Most of the women had mentioned it, and finally, the feelings in the space that aroused most of the men were extracted in a table inferentially.

Phenomenological research method process: Phenomenological research begins with a discussion about the philosophical basis of phenomenology. It is very important to present the philosophical thoughts of the study as the theoretical foundation of the study. The reason for this can be mentioned the variety of different fields of phenomenology, which include: social phenomenology (which focuses on social actions and group experiences); transcendental and non-algebraic phenomenology (which focuses on individual experiences) and hermeneutic phenomenology (where texts are interpreted based on the cultural, social and situational context in which the phenomenon occurs). In this research, it can be said that a combination of these three methods is used. In terms of examining spatial feelings and the formation of image and gender difference; Social phenomenology, in terms of individual investigation of memories, value meanings about each of the spaces from the point of view of individual experiences, transcendental and non-algebraic phenomenology, and finally with regard to the experiences of men and women in Iran and in the city of Tehran, taking into account the context and situation The spaces selected and tested by the respondents, each has a special character and personality that each of the men and women had a specific experience in, which of course can be attributed to the hermeneutic phenomenology of social-cultural experiences.

Although written reports of participants' experiences are the main source of research data, research data are obtained from interviews with people who have in-depth experience and knowledge of the phenomenon being studied. Sampling in the phenomenological method is similar to sampling in other qualitative methods and is done through purposeful sampling. However, due to the depth of

phenomenological research interviews and its extensive analytical process, phenomenology requires small samples of less than 11 people.

In phenomenological research, a variety of methods can be used to collect research data, including: phenomenological interviews and narrative expression through interviews, diaries, participatory observation and personal reports. There are other techniques called succession techniques that can be used, including: network list or documents. The phenomenological researcher records the collected data for review and re-examination while conducting phenomenological interviews.

Methodology of Evaluative Imagery Theory (Empirical Approach): Evaluative imagery presents a psychological structure that includes mental measurements of feelings about the environment. This means that the evaluative image includes two types of variables: the visual aspects of the city form and the evaluative human reactions. In this regard, visual characteristics act as independent variables, while human evaluative reactions are also dependent variables. For urban design, a place is evaluatively pleasant if it looks good enough to be approved by ordinary people (those who have experienced the place regularly, not experts). Therefore, the question of urban designers is why the remarkable features of the visual environment are evaluative in relation to the interests or desired meaning of an image. The spectator in urban design, unlike art, literature and music, experiences a work of art voluntarily and optionally. In an urban environment, such a choice is not possible. People have to experience it in their daily activities by passing through public environments. As a result, the evaluation of the appearance of the city should be replaced by the evaluation of the people who experience the form of the city instead of emphasizing the form of the city as a work of art.

7- Analysis of research findings

7-1--Examination of desirable places from the perspective of women and men

The findings were collected in this section in such a way that all the places mentioned by women and men were tabulated and the number of people who chose those places, and the frequency of their words, the percentage of women who had chosen the desired space and a percentage of women out of the total (total women and men) had chosen the space; was collected. The information extracted from the phenomenon under study is shown in the table below. The importance of place from the perspective of men and women is based on the repetition of their choices and the specific characteristics that were raised from the perspective of each during the interviews or the reasons that existed for the choice can be examined in terms of gender differences, which is based on the researcher's opinion. And the first-person approach is looked at the phenomenon

Table 5- Desirable places from the perspective of women and men

No	Desirable places	The number of women selected places	Women's choice (%)	Selection from the total (%)	The Number of men selected places	Men's choice (%)	Selection from the total (%)
1	Nature Bridge (Park water and fire)	7	46.7	25	2	15.4	7.1
2	Wonderland (Tirazheh shopping center)	4	26.7	14.3	0	0.0	0.0
3	Prince Park	1	6.7	3.6	1	7.7	3.6

4	Sam Center	1	6.7	3.6	0	0.0	0.0
5	palladium	1	6.7	3.6	0	0.0	0.0
6	Park erm	2	13.4	7.1	0	0.0	0.0
7	Park nation	2	13.4	7.1	1	7.7	3.6
8	Imamzadeh Saleh	6	40	21.4	1	7.7	3.6
9	the shrine the king Abdulazim	2	13.4	7.1	0	0.0	0.0
10	Milad Tower	2	13.4	7.1	1	7.7	3.6
11	Darakeh dist.	2	13.4	7.1	2	15.4	7.1
12	Hyper star	1	6.7	3.6	0	0.0	0.0
13	Tajrish Bazaar	3	20	10.7	2	15.4	7.1
14	City Theater	1	6.7	3.6	1	7.7	3.6
15	Café	6	40	21.4	2	15.4	7.1
16	Rooftop of Tehran	2	13.4	7.1	5	38.5	17.9
17	Nahjol Balagha Park	1	6.7	3.6	1	7.7	3.6
18	Chitgar lake and park	2	13.4	7.1	0	0.0	0.0
19	Al-Mahdi Park (Azadi dist.)	1	6.7	3.6	0	0.0	0.0
20	Taleghani neighborhood (district 18)	1	6.7	3.6	0	0.0	0.0
21	Tochaal	1	6.7	3.6	3	23	10.7
22	Valiasr Street (North)	3	20	10.7	3	23	10.7
23	Carpet Museum	1	6.7	3.6	0	0.0	0.0
24	Farhzaad	2	13.4	7.1	0	0.0	0.0
25	Kheradmand neighborhood	1	6.7	3.6	0	0.0	0.0
26	Cinema Museum	3	20	10.7	0	0.0	0.0
27	Saamaan complex restaurant	1	6.7	3.6	0	0.0	0.0
28	Eenglab to Valiasr Crossroads	1	6.7	3.6	1	7.7	3.6

29	Cafe Tehran	1	6.7	3.6	0	0.0	0.0
30	Masoudiya mansion	1	6.7	3.6	0	0.0	0.0
31	Enghelab sport Club	3	20	10.7	0	0.0	0.0
32	Bukan neighborhood	1	6.7	3.6	1	7.7	3.6
33	Volenjak Park	1	6.7	3.6	0	0.0	0.0
34	Wooden Road restaurants	1	6.7	3.6	0	0.0	0.0
35	Safferanieh neighborhood	1	6.7	3.6	0	0.0	0.0
36	North Modarres highway	1	6.7	3.6	1	7.7	3.6
37	Shaar coffee shop and restaurant	1	6.7	3.6	0	0.0	0.0
38	Bowling Abdu	1	6.7	3.6	0	0.0	0.0
39	Elaheh (Sahara Street)	1	6.7	3.6	0	0.0	0.0
40	Beauty Salons	1	6.7	3.6	0	0.0	0.0
41	Milad Noor shopping center	1	6.7	3.6	0	0.0	0.0
42	Arikeh Cinema	1	6.7	3.6	0	0.0	0.0
43	Tehran grand Bazaar (15 th khordad)	2	13.4	7.1	4	30.7	14.3
44	Narenjestan restaurant	1	6.7	3.6	0	0.0	0.0
45	Kan dist.	1	6.7	3.6	0	0.0	0.0
46	Yusuf Abad dist.	1	6.7	3.6	1	7.7	3.6
47	University of Tehran	0	0.0	0.0	1	7.7	3.6
48	Darband nei.	1	6.7	3.6	1	7.7	3.6
49	Mirdamad nei.	0	0.0	0.0	1	7.7	3.6
50	Goftegoo Park	0	0.0	0.0	1	7.7	3.6
51	The streets of Tarasht	0	0.0	0.0	1	7.7	3.6
52	Farhang Cinema	0	0.0	0.0	2	15.4	7.1

53	Sangelaj neighborhood, Pamenar... ,	0	0.0	0.0	1	7.7	3.6
54	Jamshidiya Park	0	0.0	0.0	3	23	10.7
55	Freedom Stadium	0	0.0	0.0	2	15.4	7.1
56	Last alley (neighborhood hangout)	0	0.0	0.0	1	7.7	3.6
57	Shahid Beheshti High School	0	0.0	0.0	1	7.7	3.6
58	Western Emdaad Alley (Sheikh Baha'i)	0	0.0	0.0	1	7.7	3.6
59	Niavaran neighborhood (rondevu area)	0	0.0	0.0	5	38.5	17.9
60	West Town (Kharazm)	0	0.0	0.0	1	7.7	3.6
61	Darrus Neighborhood	0	0.0	0.0	2	15.4	7.1
62	Shariati (Sadr to Qods Square)	0	0.0	0.0	1	7.7	3.6
63	Sepahsalar garden	0	0.0	0.0	1	7.7	3.6
64	Lalezar Street	0	0.0	0.0	1	7.7	3.6
65	Sohank Hills	0	0.0	0.0	4	30.7	14.3
66	Majidiyeh nei.	0	0.0	0.0	1	7.7	3.6
67	Palestine Street	0	0.0	0.0	1	7.7	3.6
68	Tomb of the Martyrs (Koohsar)	0	0.0	0.0	1	7.7	3.6
69	Shemshak dist.	0	0.0	0.0	4	30.7	14.3
70	Pine Square	0	0.0	0.0	1	7.7	3.6
71	Sanaai neighborhood (neighborhood hangout)	0	0.0	0.0	1	7.7	3.6
72	Iranshahr (US Embassy)	0	0.0	0.0	1	7.7	3.6

73	Saad Abad collection	0	0.0	0.0	1	7.7	3.6
74	30 th Tir (National Garden, Abgineh Museum)	0	0.0	0.0	1	7.7	3.6
75	Darabad Wildlife Museum	0	0.0	0.0	1	7.7	3.6
Important places from the point of view of women Important places from the point of view of men							

Source: Author 2024

As can be seen in the table, men and women mentioned a total of 75 desirable places from their personal point of view. Women have pointed to 47 of the spaces mentioned in the table and men have pointed to 47 desirable places from their point of view. Some places are desirable only from the point of view of women, and some from the point of view of men, and some of them are stated from both sides. On the other hand, some places, although a large number of men have not mentioned them, but considering that women have not mentioned them in the slightest compared to men; To a large extent, it seems that the desired places are for men. Azadi Stadium can be mentioned among these places, for the reason that despite the ban on the presence and use of women, this space is completely gendered and under the domination of men. On the other hand, some of the desirable spaces that can be mentioned from the point of view of women are shopping centers, maybe the number of women pointing to it is not significant due to the number of mentioned centers, but in general, it can be said that shopping centers are Women look attractive, Tirazheh Shopping Center, Palladium, Sam Center, Milad Noor and even referring to Hyper star is proof of this. Places such as the nature bridge and the water and fire complex, Imam Zadeh Saleh, Tajrish Bazaar, the Enghelab Sport Club, the cinema museum and cafe spaces have generally resulted in the most choices from the point of view of the female interviewees. Some of them consider the Enghelab Club as a classy and different complex that not everyone is allowed to enter. They were busy without worrying about any problem or incident that would disturb their security. The feeling of health and freshness is also the feeling that the interviewer refers to when being in this place. On the other hand, Bam Tehran, Sohank hills, Tochal, Shemshak, Tehran Bazaar, and Jamshidieh Park can be mentioned as the most desirable places from the point of view of men in these interviews. One of the reasons mentioned by men for the desirability of these places is the good view and 360 degree vista, the vastness of the space and the sense of "dimension". Some of them mention that the slope and height give them a good feeling of being in the place. Of course, apart from the other mentioned spaces, the Tehran Grand Bazaar is considered desirable for men because of the reminder of old Tehran, its historical glory and authenticity, and the vibrancy and communication and interaction for buy and sell of peoples also.

Darrus and Niavaran neighborhood is one of the desirable places mentioned by most of the men in the interviews. Of course, it cannot be said that this neighborhood has dominance or a masculine spirit. People's reasons for loving these places are mostly due to the experience of the neighborhood, which includes old and clean alleys and streets, people with culture and rich, old trees and the architecture of the houses, and in general, the face of that neighborhood that most of young people go with fancy cars for rondevu, becomes another reason that was stated as a desirable place from the men's point of view was the local hangouts that they knew about either in the past or in the present, they have sometimes pointed to the alleys where they live, which is the extent of their territory. It was counted and they had a strong sense of ownership towards that place. For example, one of the interviewers mentions that the local fast-food delivery brings food to them at the dead ends streets and knows their mobile number at the address. Deep sense of ownership was to such an extent that they even had a name for their hangout and named it "Last Alley".

On the other hand, the beauty salon as a public space is also considered desirable from the point of view of women, the reason for choosing this place from the interviewer's side is the good feeling of becoming beautiful and the fact that she considers the beauty salon to be a happy environment is desirable for her. Although the number of people who mention it is not high, but its statement itself shows that women have somehow considered the importance of beauty to be desirable.

Some desirable places are considered favorable for both sexes, such as Valiasr North Street (between Parkway and Tajrish). The existence of old trees, the personal memories that a person has experienced or their parents have explained to them about this place, the presence of people, the vibrancy of cars on weekend nights, the existence of "Sayed Mehdi" restaurant as an activity. which serves customers until late and has livened up the atmosphere; The wide atmospheres and the sound of running water, the autumn leaves scattered on the sidewalk, the beautiful colors of the environment in different seasons, are all reasons that both groups have responded to with a similar spectrum. This shows that according to the fact that each of the people personally and also according to the internal common reasons between both sexes expressed the level of desirability and had specific reasons for it, Women and men have pointed to this direction (Valiasr st. to Tajrish Squar) equally.

7-2- Examination of undesirable places from the point of view of women and men

As mentioned in the interviews, people were asked to name their undesirable (unloved) places that they remember, and the negative mental image (in terms of the implicit meaning inferred in their minds) of it. Ask them their reasons and how they felt in that space, or what exciting feelings and emotions arise in them by introducing the desired place. After the interviews were recorded, they were entered and classified according to the related words and concepts based on mentalities in the tables given in the appendix.

The findings were collected in this section in such a way that all the undesirable places mentioned by men and women were listed in a table and the number of people who chose those places, and the amount of repetition in their words, the percentage of women who had chosen the desired space and the percentage of women who considered the space unlovable compared to the total (sum of women and men) was given, which can be seen below. The degree of importance of the place from the point of view of women and men is based on the repetition of their choices and the specific characteristics that were raised from the point of view of each of them during the interviews, or the reasons that existed for discrimination can be investigated in terms of gender differences, which according to the researcher's opinion and the first-person approach to the phenomenon is looked at.

Table 6- Undesirable places from the point of view of women and men

No	Undesirable places	The number of women selected places	Women's choice (%)	Selection from the total (%)	The Number of men selected places	Men's choice (%)	Selection from the total (%)
1	Tehran subway	7	46.7	25	3	23	10.7
2	Tehran Grand Bazaar	5	33.3	17.9	1	7.7	3.6
3	Down town districts (Falah, Afsarieh, Javadiya, etc.)	4	26.7	14.3	1	7.7	3.6

4	Tehran Pars (east of Tehran(	2	13.4	7.1	7	53.9	25
5	Sadeghieh dist.	4	26.7	14.3	2	15.4	7.1
6	Qazvin Square (Gomrok)	2	13.4	7.1	0	0.0	0.0
7	Hasan Abad	1	6.7	3.6	0	0.0	0.0
9	Imam Ali highway	1	6.7	3.6	0	0.0	0.0
10	Saveh highway	1	6.7	3.6	0	0.0	0.0
11	Nawab Highway	3	20	10.7	0	0.0	0.0
12	Enghelab Square	4	26.7	14.3	0	0.0	0.0
13	Shoosh dist.	3	20	10.7	1	7.7	3.6
14	Azadi St. To Enghelab square	3	20	10.7	0	0.0	0.0
15	Azadgan highway	1	6.7	3.6	0	0.0	0.0
16	Nasser Khosrow dist	1	6.7	3.6	0	0.0	0.0
17	Velayat Park	1	6.7	3.6	0	0.0	0.0
18	Hemmat highway	1	6.7	3.6	1	7.7	3.6
19	Vanak Square	2	13.4	7.1	0	0.0	0.0
20	Sattar Khan Crossroads	1	6.7	3.6	1	7.7	3.6
21	Azadi Square	3	20	10.7	3	23	10.7
22	Imam Hussein Square	1	6.7	3.6	1	7.7	3.6
23	Ekbatan Town	1	6.7	3.6	0	0.0	0.0
24	Cinema Space	1	6.7	3.6	1	7.7	3.6
25	Parks	1	6.7	3.6	0	0.0	0.0
26	Fereshteh neighborhood	1	6.7	3.6	0	0.0	0.0
27	Sam Center shopping center	1	6.7	3.6	1	7.7	3.6
28	the street Shariati (Roomi Bridge)	1	6.7	3.6	0	0.0	0.0
29	Ashrafi Isfahani st.	1	6.7	3.6	0	0.0	0.0
30	Bostan Punk complex	1	6.7	3.6	0	0.0	0.0
31	Mountaineering (Darakeh, Tochal,...)	3	20	10.7	0	0.0	0.0
32	City Park	1	6.7	3.6	0	0.0	0.0
33	Behesht e Zahra	3	20	10.7	2	15.4	7.1
34	Kahrizak nursing home	1	6.7	3.6	0	0.0	0.0

35	State protection zone	1	6.7	3.6	0	0.0	0.0
36	Evin prison	1	6.7	3.6	0	0.0	0.0
37	Court, police station, Hijab ,morality police.	4	26.7	14.3	0	0.0	0.0
38	repair shop	1	6.7	3.6	1	7.7	3.6
39	Sa'ii Park	1	6.7	3.6	0	0.0	0.0
40	Eram Zoo	1	6.7	3.6	0	0.0	0.0
41	hospitals	1	6.7	3.6	1	7.7	3.6
42	schools	1	6.7	3.6	0	0.0	0.0
43	Nizamabad dist.	1	6.7	3.6	0	0.0	0.0
44	Razi square	0	0.0	0.0	1	7.7	3.6
45	Railway (Anbar Naft St.)	0	0.0	0.0	1	7.7	3.6
46	South Terminal	0	0.0	0.0	1	7.7	3.6
47	Farhzad dist.	0	0.0	0.0	2	15.4	7.1
48	Republic Street(Jomhoori)	2	13.4	7.1	1	7.7	3.6
49	Tehran Waterfall	0	0.0	0.0	1	7.7	3.6
50	Taleghani Park	0	0.0	0.0	1	7.7	3.6
51	National Cinema Campus	0	0.0	0.0	1	7.7	3.6
52	Chaleh Harz neighborhood (Zarrabkhaneh)	1	7.7	3.6	1	7.7	3.6
53	Bagh Faiz neighborhood	0	0.0	0.0	1	7.7	3.6
54	Sarcheshme Street (Melet)	0	0.0	0.0	1	7.7	3.6
55	Hakimiyah neighborhood	0	0.0	0.0	2	15.4	7.1
56	Saadat Abad neighborhood	0	0.0	0.0	3	23	10.7
57	Pardisan Park	0	0.0	0.0	1	7.7	3.6
58	Western neighborhoods of Tehran (Sharek Gharb)	0	0.0	0.0	4	30.7	14.3
59	Tajrish Bazaar	0	0.0	0.0	1	7.7	3.6
60	cinema	1	7.7	3.6	1	7.7	3.6

61	Public toilets	0	0.0	0.0	1	7.7	3.6
62	Persian Gulf St.	0	0.0	0.0	1	7.7	3.6
63	Mosque of Tehran	0	0.0	0.0	1	7.7	3.6
64	Faraz Alley	0	0.0	0.0	1	7.7	3.6
65	South Shiraz Street	0	0.0	0.0	1	7.7	3.6
66	Tohid dist.	0	0.0	0.0	1	7.7	3.6
67	Rural texture of Imamzadeh Qasem neighborhood	0	0.0	0.0	1	7.7	3.6
Important places from the point of view of women  Important places from the point of view of men 							

Source: the author of 2014

As can be seen in the table, men and women mentioned a total of 67 undesirable places from their personal point of view. Women have mentioned 46 of the spaces mentioned in the table and men have mentioned 40 undesirable places from their point of view. Some places were undesirable only from the point of view of women, and some from the point of view of men, and some of them were stated from both sides. By observing the findings in the above table, it can be said that places such as Bazaar, Tehran subway, Sadeghieh Square, Qazvin Square (in the area of Gomrok square), neighborhoods in the down Town of the city, which they said are neighborhoods such as Javadieh, Afsarieh, Fallah, Nezam Abad, etc. depending on the limits that they have experienced or had an image about that place; It is considered undesirable. On the other hand, it is interesting that some women found Vanak and Enghelab squares, unattractive; but this does not mean that their emphasis on the activities, shopping centers, or people who were present there caused some of the female interviewers to find this place undesirable. Rather, in their descriptions, this atmosphere dominates the field and according to them, the presence of the guidance patrol and the Basij kiosk (Morality police) for their "Hijab" causes a feeling of being controlled and this makes women suffer. In the same way, Enghelab Square, Azadi St. to Enghelab square, Shush neighborhood, and Nawab highway are also considered undesirable places from the point of view of women. From the point of view of the participants in the research, the ugly face of these places, overcrowding, the presence of people whose pleasant presence in the space has become less pleasant due to the creation of street disturbances and the creation of a not so safe environment, are the reasons for this kind of experience. According to several interviewees, Republic Street (Jomhoori) is also considered undesirable due to male dominance and unattractive activities.

One of the most interesting findings is women's opinions regarding lack of interest in entertainment or activities that are completely related to its location. According to most of those who were interviewed, hiking, going on a picnic is useless and a waste of time, it has the risk of damaging the limbs and it is boring, which can be the reason why places such as Tochal, Darkeh, Sohank, etc. are not mentioned. justify it as desirable places from the point of view of women.

In the examination of the image of men towards undesirable places and the feelings expressed by them, as can be seen in the table, most of them go to neighborhoods such as Tehran Pars, Saadat Abad, West Tehran neighborhoods such as Shahrak E Gharb and Hakimiyah. have commented. Among the reasons stated from their side, we can mention the existence of a new atmosphere and the presence of boastful and at the same time uncultured people and newly formed places and its lack of identity. Or places such as Hakimiyah and Farahzad where the presence of thieves, villains and drug addicts has been described in these areas. Unpleasant feeling and lack of security is in terms of life experiences that have been expressed in choosing an unfavorable place from their point of view.

Places such as Azadi Square and Sadeghieh are considered undesirable from the point of view of both groups, and each group of men and women have given their reasons for this. Women mostly point to the feeling of insecurity, ugliness of the urban space, the presence of environmental pollution, crowding and crowding, and men mostly describe this place as a crowded place, full of traffic and the presence of inappropriate people.

Behesht E Zahra is also described as undesirable from the point of view of both genders, and the reasons mentioned in the evaluation of the undesirable place include bad memories, sadness and discomfort from death, aimlessness of life, and sadness experienced from the environment.

7-3- Examining feelings and emotions effective in forming an evaluative image of a place

After the places were examined according to the descriptions of men and women in terms of being favorable/unfavorable, the feelings, emotions and implicit meanings perceived from the experience of the places and the images formed in their minds were divided into two parts. Positive emotions from the experienced space (desirable/loving) and negative emotions from the experienced space (undesirable/unloving) are given, which were expressed by women, men and the common between them. At first, it was tried to extract the number of words with similar semantic code by the method of organizing common concepts from the interviews in relation to expressed feelings, and finally, the repetition rate of each of the semantic codes taken from the point of view of women and men separately using It was calculated manually from Word software. Then, the collected information, the number/repetition of the concept, and the interpretation related to it are explained, and the amount of attention, the feeling experienced in the selected favorable and unfavorable places in the image formed for each of the mentioned genders can be observation

Table 7- Classification of expressed positive/negative emotions and repeatability in women and men Source: the author of 2024

expressions	men	women	bothM/W	Emotions
This feeling is seen as more important for women	4	10	14	ugliness/mess
This feeling is seen as slightly more important for women	4	5	9	Boredom/suffocation /lack of space
This feeling is seen as more important for women	2	4	6	Boring / Dull
This feeling is seen as more important for men	8	2	10	New to the era of pride / vain money
This feeling is more important for women	20	26	46	Bad atmosphere (unsuitable people)
The feeling expressed was common in both groups	1	1	2	dominated places

According to the descriptions given in the table by women and men, it can be said that the most feelings and meanings that are formed in their images from the experience of a favorable environment for women are feelings such as cheerfulness, happiness from the happiness of a child, being stylish-luxurious. (Luxury), being together, comfort, pride, freedom, respect and dignity, being an important person - self-confidence / grandeur and intimacy of space; which the women mentioned during the interviews. Of course, this problem is not the reason for the absence of such feelings in men, and it is possible, that at a certain time and place, there is a possibility of experiencing such feelings in men as well, but what makes the problem look different is the mental representation of such feelings. Feelings are considered to be women's inner feelings, which may have been the most important issue that was stated at that moment. This information sometimes shows the emotional-emotional priorities of the person, because it is the first words that come

to mind. Emotions such as relaxation, being special/different, nostalgia/memorability, greenness, splendor, coziness and intimacy; It is stated almost from the point of view of both groups of women and men. This shows that women and men experience the mentioned meanings in favorable environments jointly.

Some meanings extracted from desirable environments and evaluative images of the environment have been expressed somewhat differently in women than in men. Emotions such as belonging, being happy, being spiritual and worshiping are experienced in the environment a little more in women than in men. Maybe this is because they are more looking for experiencing such feelings in their daily life.

Regarding feelings such as the release of excitement, ownership (dominion and territory), being cool, being three-dimensional, being original/honored, spacious/open space among men, it can be said that they have the highest number of representations of these feelings in the environment. They have mentioned desirable spaces. As it was said, this issue is not a reason that a woman has not achieved these meanings during her life experience, but perhaps the representation of such feelings is more significant from men's point of view.

Having an identity, the historical and traditional nature of the environment, the feeling of dynamism and mobility, the feeling of being somewhere else, and also vitality are experienced a little more in men than in women. Perhaps, this level of importance evokes some meanings that appear in men's minds based on judgments and priorities. Importance to originality and identity on the one hand and looking for the experience of dynamism and mobility and vitality from a loving environment are the signs that are expressed more by men.

In the following, by examining the negative feelings and emotions derived from the unfavorable environment in the above table, the following findings are inferred. Feelings such as anxiety/stress, suffering, prohibition (injustice), lack of freedom, panic/fear, insecurity, being controlled, lack of dignity and respect, lack of comfort and peace; It is stated only from the side of women, and as it can be seen from the implicit meanings derived from these unpleasant feelings, major issues such as security, justice, freedom, respect, and peace of mind are very important in the images of women's evaluation and are very important in the formation of a favorable evaluation image. - Undesirable from the experienced environment is effective.

association of bad memories, crowding/crowding/trouble, sadness and discomfort, ugliness/disorder, classlessness and commonness, boring/suffocating/lack of space, boring/spiritless, lack of culture of people/distraction; There are concepts that are more important in the eyes of women, and by mentioning more women than men in the mentioned cases, it can be inferred that according to women's attitudes and aspects, issues such as beauty, attractiveness, mood of the space (activity) and people who shape the atmosphere), as well as the memories formed in their minds are important for evaluating the experienced environment.

Some of the feelings experienced in undesirable places between women and men are mentioned jointly and show things such as strangeness/lostness, not belonging to the place, dominance of the space over the person, and aimlessness; For both genders, it is effective in forming an evaluative image of the environment.

On the other hand, it is new to the era of dealing with pride, greed for money, confusion, confusing environment, and lack of identity. Among the meanings are that men pay special attention to an unfavorable place in their judgments. Expressing feelings such as experiencing confusion and confusion in the environment more than women, indicates the existence of men's spirit and their aspects with order and dry logic, which has been revealed in the confusion of places in Tehran today.

8- Final validation of findings

After examining the desirable and undesirable places from the point of view of men and women, which indicated a total of 75 desirable places and 67 unfavorable places, it was decided that the researcher, according to personal observations and experiences on the one hand, and the level of evaluation of people from Places, a total of 30 selected urban spaces according to Kevin Lynch's classification of the elements of the city's appearance based on roads, edges, nodes, signs and areas, and by examining the feelings and

emotions arousing and implicit meanings experienced from the environment in Men's and women's images of lovely and unloved places were represented, in the form of ten spectrums with semantic differences (positive to negative) from other people by designing semi-open questions.

From the total of investigated feelings and emotions, according to the researcher's observations in the field of the impact of meanings and judgments in the evaluation of favorable/unfavorable places and interviews with the participants, the emotions that seem to have a greater impact on the formation of the image of women's evaluators according to Gender differences and feminine and masculine aspects taken from the experience of the environment and its relationship with the phenomenon under investigation have been selected. 20 feelings based on the semantic difference (positive/negative) were questioned again for the validity of the findings in eleven spectrums (to create more accuracy and measure the impact and motivation of emotions) for each of the mentioned places, which is in the table It can be seen below.

Table 8- Validation of feelings and emotions arousing from favorable/unfavorable places in women and men

Expressed spatial feelings		The amount of repetition of feeling in general	The frequency of expressing feelings in women	The frequency of expressing feelings in men	Interpretations and inferences of the phenomenon
positive feelings from the experienced (lovely) space	Freshness	1	1	0	The feeling expressed by women
	Happiness from the happiness of a child	2	2	0	The feeling expressed by women
	Being chic - being luxurious	11	10	1	A feeling that is very important for women
	being together	1	1	0	The feeling expressed by women
	Being spiritual and spiritual	7	5	2	This feeling is seen more in women
	Convenience	1	1	0	The feeling expressed by women
	Pride	1	1	0	The feeling expressed by women
	Freedom	1	1	0	The feeling expressed by women
	Respect and dignity	7	7	0	A feeling that is important for women
	Being an important person - self-confidence/greatness	2	2	0	A feeling that is important for women
	The intimacy of the space	3	3	0	A feeling that is important for women
	Identity	6	1	5	Men are said to give more importance to the identity of the place
	Calmness	39	21	18	Both groups are told to relax

Security	3	2	1	The lack of security felt in the place by both men and women
Liveliness	10	2	8	Men experienced more vitality
Being special/ being different - the personality of the space	10	5	5	The feeling expressed was common in both groups
Being traditional/historical	29	9	20	The importance of being historical for men is completely felt.
Exuberance/ being happy	12	8	5	Women experience happiness slightly more than men.
Belonging	8	5	3	This feeling is seen a little more in women
Nostalgia/reminiscent	19	10	9	The feeling expressed was common in both groups
Having fun/having a good time	16	12	4	Women are more than men looking for the experience of spending free time in spaces.
Greenness and naturalness	23	13	10	Women refer to greenery a little more.
Health	1	1	0	The issue that women in the space provoked.
another place (outside feeling)	3	1	2	The sense of a place like abroad shows satisfaction with western models.
Magnificent	2	1	1	The feeling expressed was common in both groups
Being cozy/informal	2	1	1	The feeling expressed was common in both groups
Evacuation of excitement	2	0	2	This feeling is manifested in men.
ownership (dominion and territory)	5	1	4	The existence of a hangout and a place for territory in men
being cool	6	0	6	The pleasant feeling of the place is masculine
Being three-dimensional	13	0	13	The sense of dimension has created desirability in men
With originality/honor	8	1	7	Attention to authenticity from men's point of view
The spaciousness/openness of the space	3	1	2	The feeling expressed in men is a little more.

	Dynamics and mobility	5	2	3	The feeling expressed in men is a little more.
Negative feelings from the experienced space (unloving)	Anxiety/stress	5	5	0	The experience of feeling from the side of women is only stated
	Being torturous	4	4	0	The experience of feeling from the side of women is only stated
	Prohibition (Injustice)	4	4	0	The experience of feeling on the part of women is only expressed
	Lack of freedom	9	9	0	The experience of feeling on the part of women is only expressed
	Panic/ Fear	8	7	1	It is very important for women.
	Lack of security	20	15	5	It is very important for women.
	to be controlled	3	3	0	The experience of feeling from the side of women is only stated
	Lack of dignity and respect	6	6	0	It is completely important for women.
	Sadness	14	8	6	The feeling expressed in women is a little more.
	Anonymity	4	0	4	It is completely important for men.
	lack of belonging	4	2	2	The feeling expressed was common in both groups
	Confusion	13	5	8	Apparently, this feeling is experienced more in men
	Congestion	25	14	11	The expressed feeling is more experienced in women
	Strangeness / getting lost	10	6	6	The feeling expressed was common in both groups
	Being classless (Low level)	6	4	2	The expressed feeling is more experienced in women
	People's rudeness/harassment	18	13	5	Women experienced this feeling much more
	Evoking bad memories	8	6	2	Expressed feelings are more experienced in women
	Lack of comfort and peace	6	6	0	It is very important for women.
	Aimless/waste of time/uselessness	15	8	7	The feeling expressed in the two groups was common
	ugliness/mess	14	10	4	This feeling is seen as more important for women

Boredom/suffocation/lack of space	8	5	4	This feeling is seen as slightly more important for women
Boring / Dull	6	4	2	This feeling is seen as more important for women
New to the era of pride / vain money	10	2	8	This feeling is seen as more important for men
bad atmosphere (unsuitable people)	46	26	20	This feeling is more important for women
Dominant of place	2	1	1	The feeling expressed was common in both groups

9- Conclusion

In the present research, studies have been conducted regarding the evaluative images of men and women in most popular place in Tehran city. Gender differences has been investigated on the scale of urban spaces and its focus is on recovering the feelings and emotions that motivate a person towards the desirability of the place. In this research, the implicit meanings described about the place in the minds of women and men in the continuation of Haji Ahmadi Hamdani's article (2019) have been taken into consideration in order to evaluate the desirable and undesirable places from the perspective of each of the two sexes.

Also, these studies show common patterns of answers. On a broad level, studies point to the existence of common meanings between women's assessment of the desirability of the place.

The results of the mentioned studies revealed the differences in the types of elements taken (sign, node, edge, route and district), the desirability of the place from the point of view of each of the genders according to the various social-cultural-physical characteristics of the related environment. They have emotional-emotional meanings with different dimensions. When the studies seek to describe and interpret the emotional concepts related to the place, it identifies the relationship of desirability in the emotional-emotional evaluations of the urban context for women. They express different meanings related to different environments and individual priorities, gender relations and feminine/masculine aspects of the place and each has different approaches.

In most of the comparisons of emotional evaluation of places, men believed in the feeling of spaciousness, view and view, height and "dimension" in the pleasant meaning of a place and experienced spaces that have a good and appropriate atmosphere, the level of people's culture and the originality and personality of the place. and has been evaluated favorably. It is as if for some of them, the bragging of the new rich kid who has a Maserati overnight and is driving around the streets of Saadat Abad and Shahrak Gharb is a strong reason not to be attracted to that neighborhood. It is said that for most men meanings such as authenticity, age, and culture are desirable. On the other hand, in examining the desirability of the place by measuring the size of the space/suffocation, men imagine less space than women with a large space. Referring to places such as Tochal, Shamshak, Sohank, Bam Tehran to achieve a sense of spaciousness and without spatial confinement has formed a pleasant image in their minds.

Finally, it can be concluded that the choice of a place that has been evaluated through the lens of the image of desirable women has common meanings related to the concepts

Freedom, justice, security, respectability (dignity) of the place, having social-cultural image and class, beauty, stylish and full of details, calm and cozy, having privacy and definition of space while having a spaciousness, having a happy and healthy spirit. tends to

These results bring the researchers back to the principle that the image of any environment is not only the result of the effect of the external manifestations of that environment on the observer's mind, but also the

images of people have an effective role in creating it. These meanings can be effective on choosing a suitable place to live, places to shop and have fun and spend good time with family, children and close friends, and choosing the arteries of passage from the place of residence to work for women. Therefore, men's and women's images of events and values have an effect on each one's behavior with different semantic dimensions, the desirability of a place is in a person's desire to choose that place in such a way that it draws him there. Therefore, different values between men and women can create different purposes. Now, designers and urban planners should take steps to create the desirability of the place according to their image of the environment, taking into account the evaluations of both men and women, so that each gender can play a role in choosing their desired place. Together with each other, they should develop their citizenship personality, so that the city will eventually become an ideal place for all citizens to use.

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