

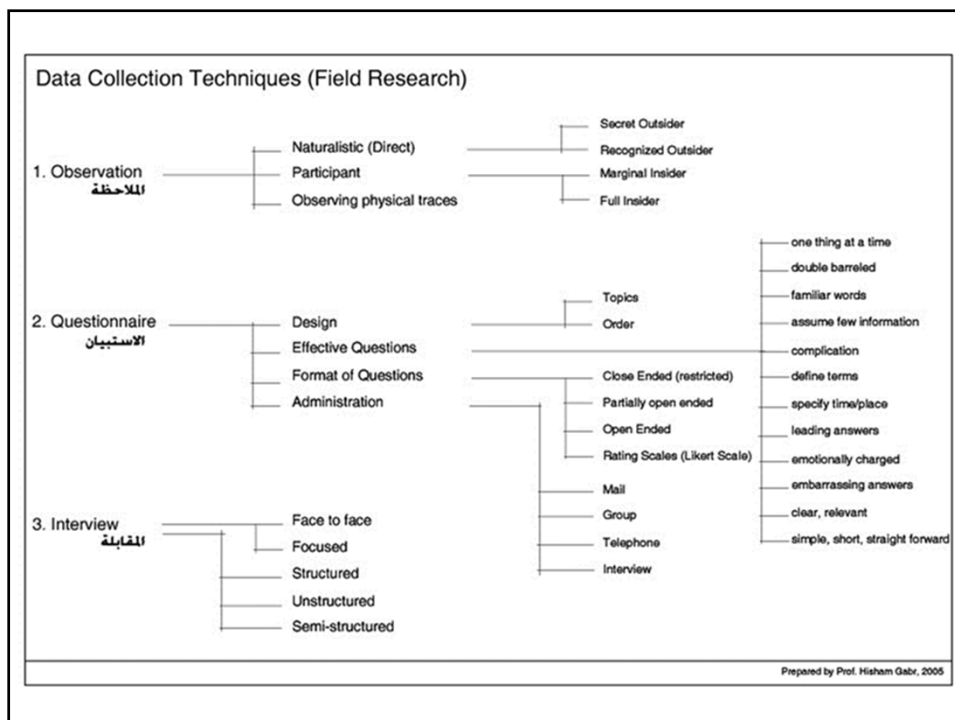
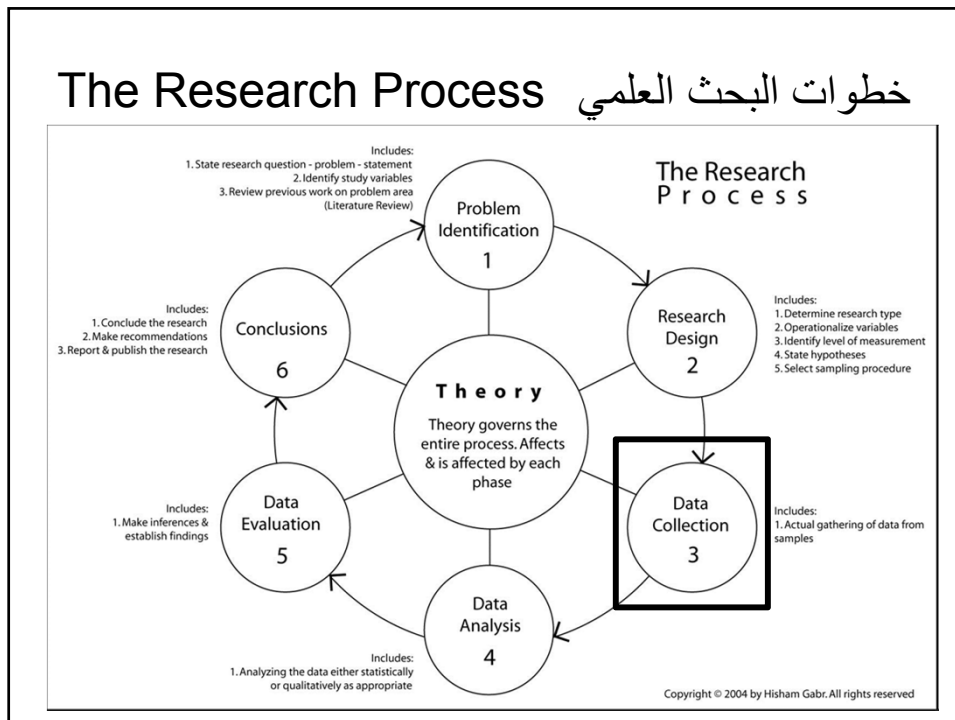
1. Scientific Thinking
2. Scientific Research
3. Data Collection Techniques

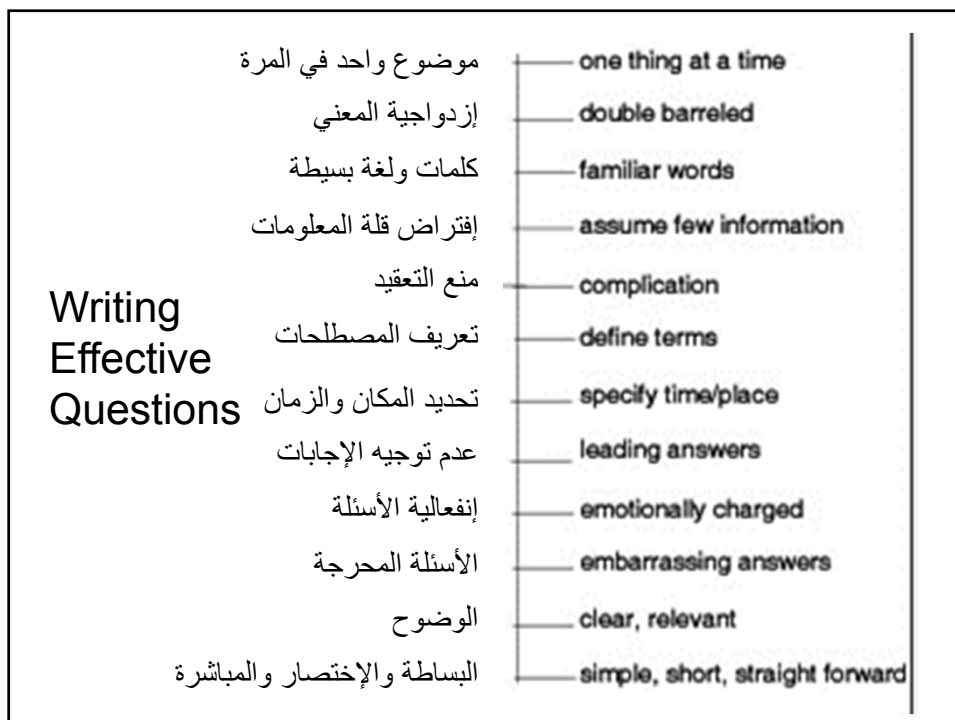
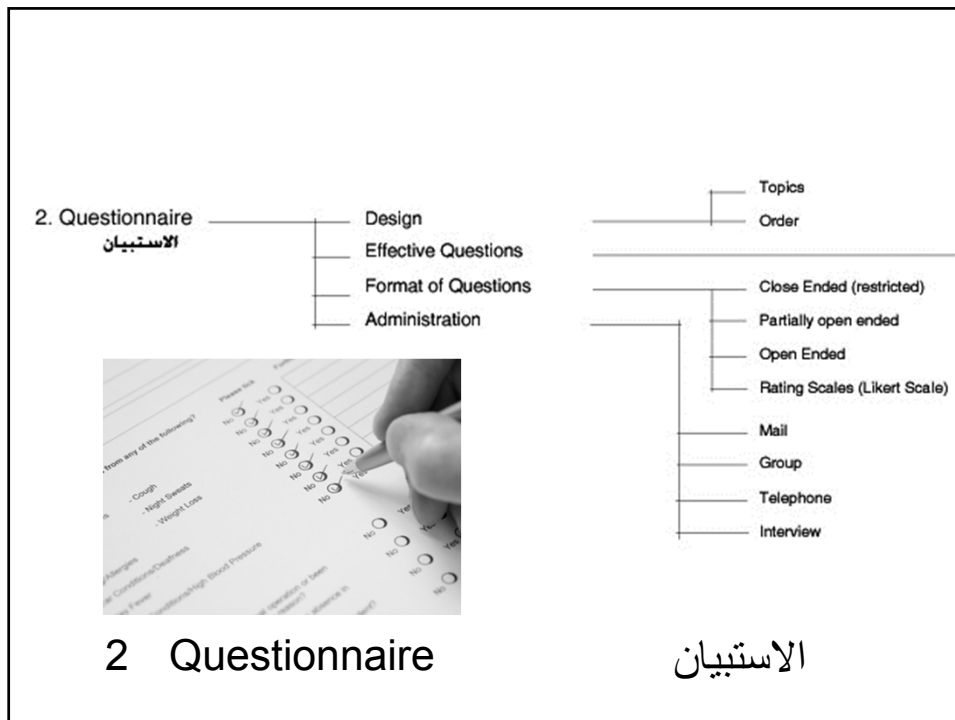
1. التفكير العلمي
2. البحث العلمي
3. طرق جمع المعلومات

## Data Collection Methods

طرق جمع البيانات

# The Research Process خطوات البحث العلمي





8. **Visual Quality** - The purpose of this section is to assess the adequacy of different settings to the performance of specific activities in the center.

Three different activities were chosen.

8.1. Entrance Lobby

a) List the picture numbers in rank order according to the image you have of an ideal lobby space.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

b) Choose one adjective in each pair to describe each of these five pictures. Circle the picture number to show your choice.

EX: 1  2  3  4  5 Ugly      Beautiful      1  2  3  4  5

1 2 3 4 5 Cheerful      Gloomy      1 2 3 4 5

1 2 3 4 5 Comfortable      Uncomfortable      1 2 3 4 5

1 2 3 4 5 Dark      Light      1 2 3 4 5






1 2 3 4 5 Imaginative      Unimaginative      1 2 3 4 5

1 2 3 4 5 Inviting      Repelling      1 2 3 4 5

1 2 3 4 5 Noisy      Quiet      1 2 3 4 5

1 2 3 4 5 Spacious      Cramped      1 2 3 4 5



1 2 3 4 5 Variety      Monotony      1 2 3 4 5

**Visual questionnaire**

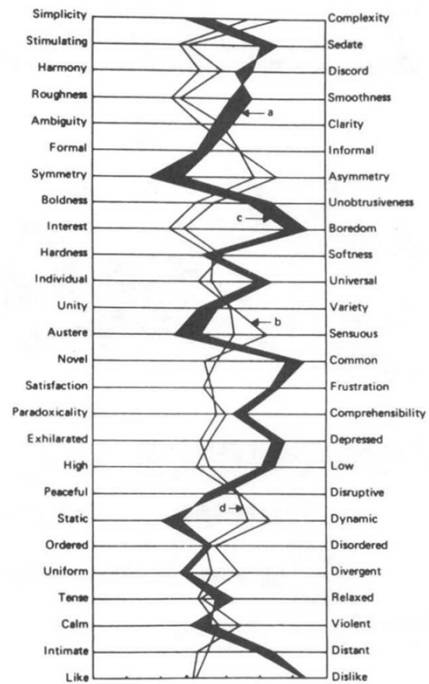
7. **Building Image** - In the following section we are going to analyze different building facades with the purpose of defining the one that best suits the image of an arts center.

Please, answer all following questions:

<p>7.1. Please, number the pictures below in rank order, according to the image that best fits an art center.</p>	<p>7.2. Describe each of the five pictures.</p>	<p>7.3. What features do you particularly like in each of these five pictures?</p>	<p>7.4. What features do you particularly dislike in each of the five pictures?</p>
			
			

**Visual questionnaire**

## Semantic differential scale



Administration

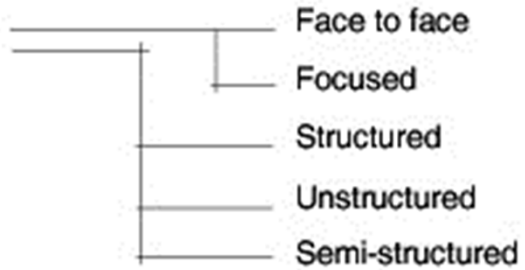


- Mail
- Group
- Telephone
- Interview

## 2 Questionnaire

3. Interview

المقابلة



3 Interviews

المقابلة

3 Interviews

Probing Techniques



3 Focused Interviews

الموضوعية

Objectivity?

3 Focused Interviews



Coding / Qualitative Analysis / Mental Mapping

3 Focused Interviews Brain-Storming