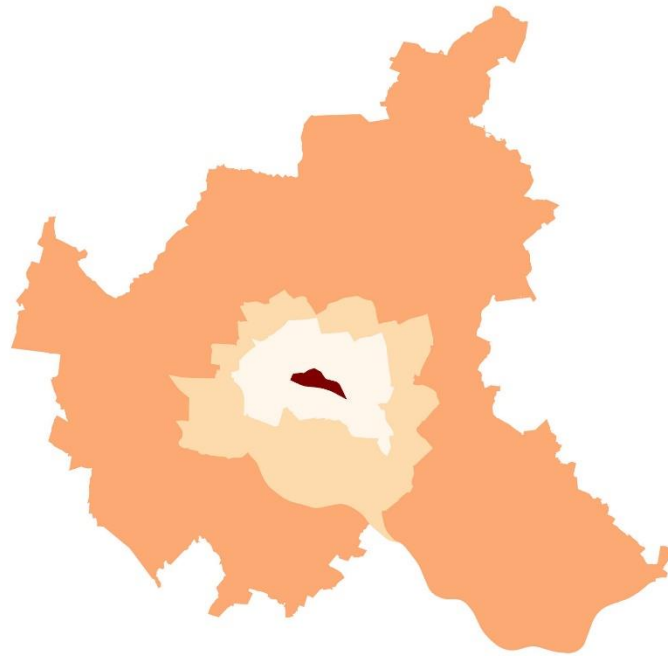


The Patterns of Sense of Place

A Post-Structural Human Geography Case Study in
HafenCity, Hamburg



David Per Hugo Svensson

Supervisor: Prof. Karl-Johan Lundquist

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The Department of Human Geography



LUND
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Abstract

The aim of this thesis is to contribute to the wider understanding and implementation potentials of Sense of Place (SOP) through a case study in Hamburg, Germany. This was done by examining how socioeconomic and geographical factors influence people in Hamburg's perception of the newly developed neighborhood HafenCity. The analytical framework consists of humanistic geography theories, a section on distance decay theory alongside with a section on the quantification possibilities of SOP. A quantitative method was used through a survey-study. The results show that socioeconomic factors such as education, age, gender, and how long a person has been living in Hamburg did not seem to have any major impacts on the perception of HafenCity. Geographical factors did however impact the perception of the area with a reversed distance decay, where people living further away from HafenCity reported a higher degree of SOP. The group reporting the highest degree of SOP were however the people living in HafenCity. The thesis is concluded with a discussion, where other factors which might explain the geographical patterns of SOP are discussed.

Key words: sense of place, quantitative, identity, attachment, dependence, Hamburg, HafenCity, humanistic geography

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1. Introduction

1.1 Preface

A great city is a place of many dimensions. A place where many worlds meet without really uniting. Hamburg is like many other great cities, a city with many worlds. From the queer areas of St. George to the bourgeoisie villas in Eppendorf. Every person in a city therefore also has their own individual perception of their city, based on their background as well as the place that they currently call home.

We shape our lives in such ways that we get routines in which we only see the same people and places every day, even though we may share the city that we live in with hundreds of thousands of people and undiscovered places. This becomes evident if you start talking to your neighbors, whom may live in a completely different world, yet in the same city. This effect only grows bigger when talking with people from other neighborhoods.

Every person has a story about their city, and I wish that I could tell every story of every person in Hamburg, because they would all be worth telling. That task is however not plausible for a bachelor's thesis. I have therefore decided to try to do the next best thing, to tell the story of different groups of Hamburg and their perceptions on their city. This story is what will be presented in this thesis, and I hope that you'll enjoy reading it.

1.2 Contextualization

The Free Hanseatic city of Hamburg is the second largest city in Germany with a population of over 1.8 million people. The city, which is also a federal state, is located along the river Elbe in northern Germany surrounded by Schleswig-Holstein to the north and Lower Saxony to the south. The city is on an administrative level divided into 7 Districts (*Bezirke*) and 104 quarters (*Stadtteile*) (HafenCity Hamburg GmbH, 2015). A map of the city of Hamburg's districts and quarters can be found in figure 1.1.

The city has a long maritime history and the port of Hamburg is the third largest in Europe (ibid). A lot of the harbour activity has however in the last decades been moving away from the northern

shores of the Elbe. The former harbour-area between the old city center and the northern shores of the Elbe has therefore been unused until the year of 2000 when the city of Hamburg decided to develop a new mixed-use waterfront neighborhood named HafenCity (Bruns-Berentelg, 2014). The project is one of Europe's largest urban development projects and it will increase the downtown of Hamburg by 40% when completed by 2025. The 155-hectares area will be the home for 12 000 people and another 40 000 working there when completed (ibid). As of December 2016, about 3000 people lived in the area. An illustrative contextualization of HafenCity's location in Hamburg can be found in figure 1.2.

The idea to develop the old harbour to a waterfront was identified in the beginning of the nineties and in 1997 "*Vision HafenCity*" (HafenCity Hamburg GmbH, 2015), a vision which emphasized the potential of developing the area was presented to the Hamburg Parliament which approved the project. The project proceeded and took off in 2000 when the Hamburg senate approved the HafenCity Masterplan, which laid the foundation for the development of HafenCity (ibid). The area was in 2008, declared to be a separate quarter in Hamburg, with the name HafenCity and is today home to the newly opened HafenCity university, the new concert hall *Elbphilharmonie* and the headquarter for the newspaper *Spiegel* (ibid).

The project can in a wider context be seen as part of a trend in the western hemisphere to develop old harbours into waterfronts with offices, housing and recreation (Røe, Andersen, 2016). The HafenCity-project is however different from many other famous waterfront projects such as London Docklands, Barcode in Oslo, and Seaport Square in Boston in that sense that much of the land in HafenCity is owned by the city of Hamburg (Bridge et al., 2012). This has made it possible for the city to set the rules for how private investments takes place which in turn has made it possible for the city to push its own agenda in the development process of area. The development in the area is based on this background heavily influenced by the ambitions, goals and policies of the City of Hamburg. These goals include the ambition of making HafenCity an inclusive neighborhood where people feel attached (ibid).

New urban development projects on the scale of HafenCity tend however to ignite public debate and HafenCity is no exception. The area has been criticized for causing gentrification and running over budget. The concert hall for example which was finished in 2009 after several delays ran over the initial projection cost of €77 million to €789 million (ibid).

There is already today a lot of research on why and how an area like HafenCity is developed. This thesis is therefore not trying to answer that question. The focus of this thesis will instead be the individual perception of HafenCity from a post structural human geography approach. The approach is post structural in that sense that the thesis does not only focus on people living in HafenCity but also in the rest of the city. Why this is important and how it will be investigated will be further explained under *1.2 Background*.

Hamburg's 7 Districts (Bezirke) and 104 Quarters (Stadtteile)

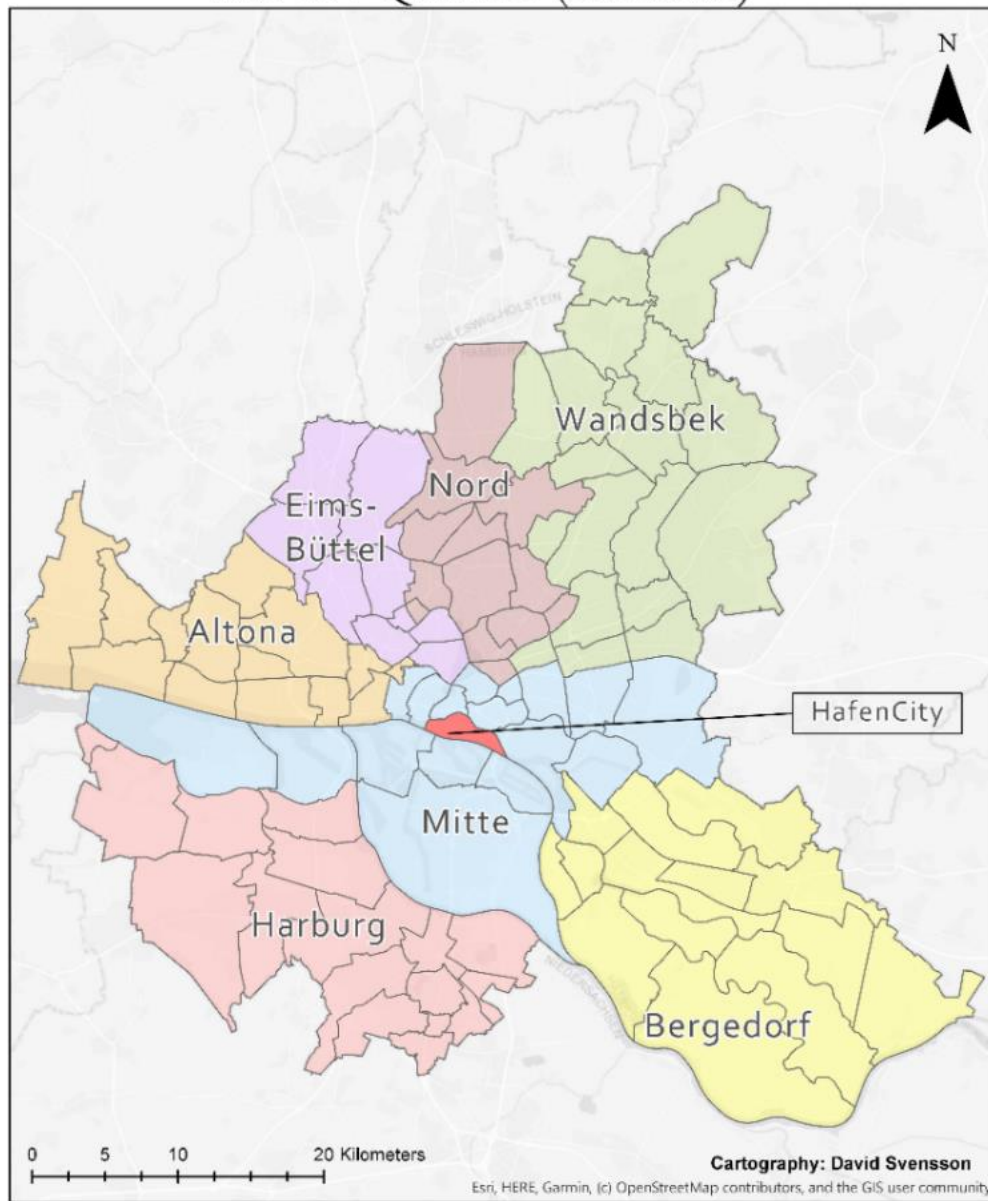


Figure 1.1 *Map of Hamburg's Districts and Quarters*



Figure 1.2 *HafenCity's Location in Hamburg*
(Source: Praticò, 2015)

1.3 Background

Humanistic geographers, urban planners and sociologists alike have all become more interested in place perception in the recent decades. This increased interest can be seen as a reaction to the economically and politically driven processes of globalization and homogenization which according to certain researchers (Beatley, 2004; Casey, 1997; Gieryn, 2000; Gustafson, 2002) are undermining and threatening the uniqueness of places. How people perceive a place is therefore becoming more important than the actual place itself (Meriam, 2001). The city of Hamburg has responded to this trend by incorporating a humanistic perspective in the development of HafenCity where the city of Hamburg has been keen on making sure that HafenCity is a lively public space where people who move to HafenCity get a sense of attachment and are contented with living in the area. This has been done through surveys and ethnographic research on the use of public spaces, as well as qualitative interviews with the residents (Bruns-Berentelg, 2012, Smith, 2012).

Much focus has been on the perception of HafenCity from the people who either live or spend time in the area (Smith, 2012). Little focus has however been put into how the perception of HafenCity

differs geographically depending on where in Hamburg you live, a factor which is highly interesting from a geographer's point of view. The broader more post-structural humanistic perspective including all groups of people in a city is usually overlooked within big urban planning projects, but it is an essential aspect to take into consideration in order to build lively, happy and inclusive cities. The reason why it is important to include all groups of people's perceptions and opinions when forming our cities was once very well formulated by Jane Jacobs in *The Death and Life Of Great American Cities*. (Jacobs, 1961, p.238)

Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.

It is therefore not only enough to look at the people who live and spend time in HafenCity but also the people who neither live nor spend time in HafenCity. This thesis therefore aims to provide an explanation on how people from different backgrounds in Hamburg relate to HafenCity from a Sense of place-perspective.

1.4 Overall Goals, Questions and Hypothesis

To answer the research questions which will be presented in this subchapter will the concept of Sense of Place (SOP) be used. SOP is a term used to describe a person's subjective and emotional attachment, dependency and identification to a place. A high degree of SOP has according to some research showed indications of making people happier, more attached and more productive (Deutsch et al., 2011). To which extent people feel that they have a strong SOP to HafenCity, a newly developed urban project in Hamburg is therefore of biggest interest, not only for the people living in the area but for all people in Hamburg.

The research will investigate to which extent people from different socioeconomic backgrounds in Hamburg relate to HafenCity from a SOP-perspective as well as examining if the First Law of Geography (a distance decay theory developed by Waldo Tobler, 1970) is applicable when measuring sense of place. The goal of this thesis is to get an improved understanding of place (geography) in relation to SOP and the ways the relationship between these varies between different groups of people. The aim of this thesis is to both provide a better understanding of HafenCity as place as well as an increased understanding for how SOP can be applied in practice.

This could provide an explanation for who HafenCity is used and appreciated by, but more importantly who do not use nor appreciate the area. Based on the aim, background and literature review, two research questions and one hypothesis have been conceived. The first research question aims to investigate how socioeconomic factors influence the perception of HafenCity while the second research question relates back to the geographical interest of the research. The two research questions read:

1. Are there any patterns between people's socioeconomic backgrounds and perception of HafenCity?
2. Are there any patterns between people's geographical home-location in Hamburg and perception of HafenCity?

The hypothesis which was inferred based on the First Law of Geography and the second research question which relates to the examination of the geographical patterns of SOP read:

- People who live closer to HafenCity in Hamburg feel a greater sense of place to HafenCity than people who live further away.

The thesis is structured in six different chapters; *1. Introduction*, *2. Theory*, *3. Methodology*, *4. Analysis*, *5. Conclusions* and *6. Final Remarks and Further Research*. The first chapter Introduction consists of a contextualization of the study area as well as an explanation for why the chosen problem and area is of interest in a wider context. The second chapter, *2. Theory*, consists of an explanation of the analytical framework that will be used in this thesis and a clarification on how the phenomena that will be examined will be approached. The third chapter, *3. Methodology* consists of a presentation of the chosen method for this thesis as well as a discussion about the strengths and weaknesses of the chosen approach.

In the fourth chapter, *4. Analysis* is the data that has been gathered, presented and evaluated in relation to the analytical framework. Chapter five, *5. Conclusions* consists of a summary of the analyzed data which in the chapter is used to answer the two research questions and the hypothesis of this thesis. The final chapter, *6. Final Remarks and Further Research* is a more subjective part where possible explanations for the result is discussed.

1.5 Limitations

The study is only focusing on people who live in Hamburg due to the geographic nature of the research question. The study area, HafenCity in Hamburg was chosen partly because of its central location but mainly because of the background with the big public debate, which was initiated when the area, and especially the *Elbphilharmonie* was built. The area is therefore well known to a lot of people in Hamburg.

Secondly, the in-situ data gathering was relatively limited, due to the limited timeframe and the logistical possibilities to visit Hamburg. This has meant that the analysis has been done on a smaller sample than what would have been preferred.

I am aware of the limitations of this study, but I still believe that the results of the study are valid and of interest for the better understanding and implementation possibilities of SOP in both the context of Hamburg as well as on a more general level.

2. Theory

In this chapter the analytical framework is presented, which has laid the foundations for this study. The theoretical framework consists of the six subchapters; *4.1 Sense of Place*, *4.2 Place: Identity, Attachment and Dependence*, *4.3 Post Structural Sense of Place*, *4.4 The First Law of Geography*, *4.5 Socioeconomics and Sense of Place* and *4.6 Quantifying Sense of Place*. The theoretical framework has its roots in the humanistic geography where the prominent geographer Yi-Fu Tuan has played an essential role with his contributions in the forms of books such as *Space and Place: The Perspective of Experience* and *Topophilia: a Study of Environmental Perceptions, Attitudes and Value*. This thesis moves however beyond the classic phenomenological approach which has laid the foundation for Sense of Place-theory and incorporates more general research within the field from researchers such as Bradley S. Jorgensen and Richard C. Stedman and their work on quantifying sense of place. This more general theoretical approach is in this thesis combined with a post-structural approach towards SOP with influences from Doreen Massey, and her thoughts on SOP as progressive sense of place, which emphasizes that places must be put in their wider social contexts.

The hypothesis which was inferred under chapter: Overall goals, questions and hypothesis derives from Waldo R. Tobler's theory on distance decay, also known as The First Law of Geography, which is presented further in chapter *4.4 The First Law of Geography*. How places are perceived by different groups in society based on their background is one of the main questions of this thesis. Earlier research that has been done on place perception in relation to socioeconomic factors is therefore highlighted in *4.5 Socioeconomics and Sense of Place*.

4.1 Sense of Place

Sense of place (SOP) defined by Yi Fu Tuan as “*affective ties with the material environment*” (Tuan, 1974, p.93) derives from a phenomenological approach and research in the field has historically focused on the development of theory rather than applying it in practice. The aim of the phenomenological approach is to examine and explain human situations, events and experiences which are usually unnoticed since they are appearing on an unconscious level (Seamon, 2000).

Place is a central concept of SOP. Several attempts to define place has been made but it is still a highly contested word which might explain why Oxford dictionary has two and a half pages dedicated to explaining it. A place needs according to John Agnew to fulfill three requirements; *location*, *locale* and *SOP* (Agnew, 1987). *Location* is the geographical location of the place. *Locale* refers to a place physical and social constructions. *SOP* is people's subjective and emotional attachment to a place. Place can therefore be seen as a complex construct that incorporates both the physical anthropogenic and natural characteristics of an area and the social, political, economic, cultural and personal meanings people attach to it. The material and non-material characteristics together combine and form what is known as SOP. Each person has however a unique relationship with specific places. These relationships include the hopes, achievements, ambitions and fears which a person associates with the place.

The definition for SOP which will be used in this thesis is the one developed by Canter as "*a confluence of cognitions, emotions and actions organized around human agency*" (Canter 1991, p.195). This theoretical definition was used by Jorgensen and Stedman (2001) in quantifying sense of place based on the concepts of cognitive (a person's belief/ knowledge), affective (person's feelings/ emotions) and conative (the way the attitude we have influences how we act) processes. These processes were later translated into three concepts; *Place identity* which represents the cognitive part, *Place attachment* which represents the affective part and *Place dependence* which represents the conative part (ibid). These three pillars will act as the analytical framework for this thesis.

4.2 Place: Identity, Attachment and Dependence

Place identity is "*a person's identity with relation to the physical environment*" (Proshansky, 1978, p.147) and represents to which extent a person identifies with the atmosphere of a place, how a place reflects the individual, and the level of freedom the individual feels at a specific place. Place identity is also affected to which extent the individual is satisfied with the architecture and physical beauty of a place. Attractiveness of the landscape can be seen as an element that contributes to place identity such as the legibility of places (Lynch, 1960). To which degree a person relates to a place varies and so does also place identity. The highest degree of place identity can be found in the place that an individual refers to as home, the ultimate form of place identity (Tuan, 1991).

Place attachment is in this thesis defined as “*the positive bond that develops between a person and their environment*” (Altman & Low, 1992, p.42) and represents the ability of being relaxed and happy in a place, as well as the importance of the place existence. The importance of place attachment to the city and community which a person calls home has proven to be beneficial in many ways. A high degree of place attachment has proven to increase social and political involvement (Mesch & Manor, 1998; Brown, Reed, & Harris, 2002). It has also proven to improve the physical and psychological health as well as increasing the satisfaction of one’s physical environment and social relationships (Tartaglia, 2012). People whom do not have a high degree of place attachment also tend to have more health problems and higher stress levels (Stokols & Shumaker, 1982).

Place dependence, which in this thesis is defined as the “*perceived strength of association between a person and a place*” (Stokols and Shumaker, 1981, p.457) represents to which extent a place meets a person’s needs. Our needs are reflected in our individual interests and varies between different people. These interests derive from our background and is affected by parameters such as our socioeconomic status, gender, age, race etc.

SOP is not engraved in the physical setting itself, even though it can affect it. It shall be seen as a measurement of human interpretation of a place, based on how they perceive it from a cognitive, affective and conative perspective (Canter 1991).

4.3 Post Structural Sense of Place

Sense of Place describes as been discussed under *4.1 Sense of place* a person’s subjective and emotional attachment, dependence and identification to a place. Massey (1993) however argues that places cannot be looked at as isolated organisms. She instead argues that places relate and responds to their wider social and environmental context (ibid). This idea, that places hold their importance geographically is often referred to as a progressive SOP and derives from a post-structural paradigm which is often overlooked within traditional humanistic geography (Sapkota, 2017). This thesis will therefore look a SOP from a progressive SOP-perspective, with the aim of better understanding the connections and exchanges that HafenCity holds with other places in

Hamburg. This perspective will be evaluated by examining the geographical differences through *The First Law of Geography*, which will be further discussed in the section below.

4.4 The First Law of Geography

The First Law of Geography reads "*Everything is related to everything else, but near things are more related than distant things*" (Tobler, 1970, p.236). The law which was proposed by geographer Waldo R. Tobler has laid the foundation for spatial interpolation such as inverse distance weighting (IDW) and spatial dependence theory. The law has had an immense impact on geography as a scientific field (Kemp, 2008).

A law is typically stated as a something that will occur in a specific situation. A law within science is however not that firm, it can have exceptions, be falsified in a specific case or change over time but it can still aid us in foreseeing events (Bryman, 2012). Tobler's First Law of Geography offers therefore rather a model of how things are related to each other than an absolute law. If Tobler's law (or model if you so want) is applicable when measuring SOP has however not been tested. If it is applicable in this case, then that would mean that people who live closer to HafenCity in Hamburg should also feel a greater sense of place to HafenCity than people how live further away. This hypothesis will be tested in this thesis.

Tobler's law does however only take the geographical distance aspect into consideration. Other thinkers such as Boschma (2005) argues instead that geographical proximity cannot be evaluated in isolation when assessing a behavior or perception but also other factors such as cognitive, social and organizational distances must be taken into consideration (ibid). Other factors that might influence the perception that a person might have of a place will be discussed in the next section, *4.5 Socioeconomics and Sense of Place*.

4.5 Socioeconomics and Sense of Place

How different Socioeconomic factors might influence a person's SOP has been theorized by various thinkers and researchers. Gilleard et al. (2007) findings suggests based on their research of how age affects the feeling of attachment to a place that age do not have any correlation to

attachment. They instead argue based on their research that the time living in a place is a factor which highly influences the feeling of attachment. That the longer time living in a place has a positive impact on a person's attachment to a place has also been concluded by Hashemnezhad, et al. (2013).

How gender influences place perception is a subject where a lot of research has been done. Massey (1994) argues that gender has a big impact on the perception of place. Many places in our society have according to Massey been constructed by and for men which also suggests that men in general feel safer, more comfortable and attached to places which are constructed by and for them (ibid). Other thinkers such as Rose (1993) argues from a post-feministic perspective that the entire concept of SOP is a masculine construction which feminizes places. They are however feminized by (manly) humanistic geographers that view place as something that symbolizes the stereotype of a woman, mysterious and yet exciting. SOP is from Rose perspective therefore a masculine construction that does not belong in a modern society (ibid).

This thesis will also look at education as a factor that might affect a person's SOP to a place. No quantitative studies on the subject could at the time that this thesis was written be found, but there have still been theorists discussing the subject. Massey (1994) discusses how a clear social-spatial segregation in England has created different place perceptions and preferences among groups from different social backgrounds. Massey argues on this background that people from different socioeconomic (and in turn educational) backgrounds perceives and likes different places (ibid).

There has been a decent amount of research on how different people perceive different places differently based on their socioeconomic background, as been discussed in this subchapter. The quantification of place perception in relation to the concept of SOP is however yet a relatively undiscovered subject. In the next subchapter, *4.6 Quantifying Sense of Place* will earlier research on the quantification of SOP be discussed as well as a presentation of the strategy for how it will be assessed in this thesis.

4.6 Quantifying Sense of Place

There have been attempts by (positivist) researchers within different disciplines such as psychology, architecture, computer science, sociology and geography to quantify SOP in order to

examine certain human behaviors such as travel behavior and ecosystem management (Davenport, & Anderson, 2005). This has according to advocates provided important information about human behavior (Golledge & Stimson, 1997), but the operationalizing of SOP is still relatively limited.

Since SOP is a theoretical social construction which can be measured but not directly observed, the way the results are measured and interpreted becomes an essential part of this thesis. An attempt to measure lakeshore owners' attitudes toward their properties in Wisconsin by Jorgensen and Stedman (2001) examined several SOP measuring models. The model which will be used in this thesis is the one presented by Jorgensen and Stedman (2001) as the three-factor model. The three-factor model represents each of the 12-items which will be measured in this thesis as own independent constructions (See figure 2.1). With this model the fact that identity, attachment and dependence are not necessarily related on an individual level is distinguished and recognized. A person might for example like the architecture of HafenCity and feel that the neighborhood has a strong identity but at the same time feel that there is nothing of interest to do in the area which would be reflected as a low dependence-score. The three different factors (identity, attachment, dependence) which together form SOP are through this model operationalized by measuring each factor through four items each. This was done in line with earlier operationalization of SOP by Jorgensen and Stedman (2001). The different items are further discussed in 3. *Methodology* and presented in detail in table 3.1.

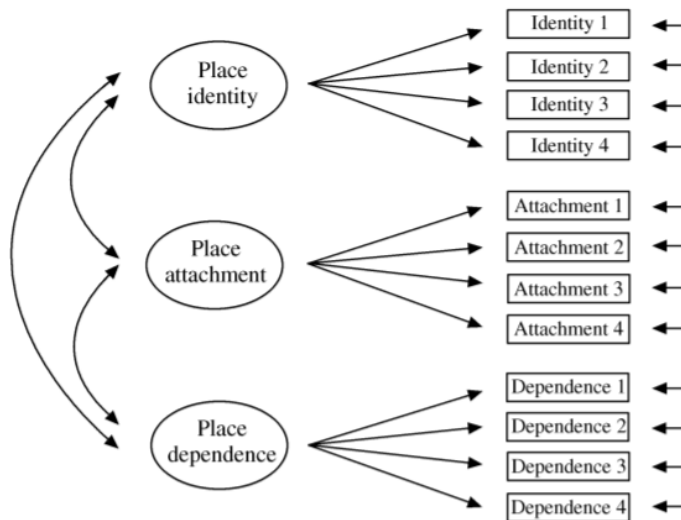


Figure 2.1. *Three-Factor Model*
 Source: B.S. Jorgensen and R. C. Stedman, 2001

3. Methodology

This chapter will describe and motivate the epistemology, research strategy and the ethical considerations of the thesis. Strengths and weaknesses of the chosen approach and methods will be discussed as well as the reliability, validity and the limitations of the study.

3.1 Epistemology

SOP comes (which has been discussed under theory) from a humanistic geography approach with its roots in phenomenology. The aim of this approach is to increase the knowledge of people and how they relate with their physical and social environment (Tuan, 1977). The research method which is most commonly used within humanistic geography is therefore not very surprisingly a qualitative approach. It provides depth and detail which can capture the complexity of the human mind. It also creates openness and simulates people's individual experiences which can help explain why people act in a certain way. This suits the humanistic geography's goal of interpreting rather than explaining the world around them. This hermeneutic methodology has certainly helped us in getting a better understanding of the world that we live in, but it has its limitations.

The collection of qualitative data is generally more time consuming than that of quantitative. This usually makes the decision between qualitative and quantitative method (unless time and budget allow otherwise) a decision between smaller samples but deeper understanding of the individuals or bigger samples with smaller understanding of the individuals. The downside of the qualitative approach is that it becomes much harder to generalize with a smaller sample. People can also give highly subjective responses which makes it difficult to make systematic comparisons. (Bryman, 2012)

This study will with this background and due to the deductive nature of the research question unlike most earlier studies of sense of place, examine sense of place from a quantitative research method by combining the qualitative approach with a more general perspective. This approach was chosen in order to be able to quantify and measure Sense of Place which require big data samples. However, examining sense of place from a relatively quantitative approach has its flaws. When trying to measure behavior, there might be a gap between what people answer that they

behave and how they actually behave. This might be because of several reasons, such as lack of knowledge of our behaviors or just simply misremembering (ibid).

Another problem when measuring emotions from a quantitative approach is how different people give different meaning to words. This becomes particularly problematic since the survey was done in German by Germans, but this thesis is written in English. This has meant that I as an author together with a German friend has interpreted and translated the survey and the answers. There is a risk that some of the meaning that the respondents have given to the words in the survey gets lost in the translating process, but this is common within science. How an author defines concepts and which meaning he or she gives to them is always influenced by the author's subjective understanding of the world. This understanding is always present within in social science which makes more or less all social science at least partly subjective (Bjereld, Demker and Hinnfors, 2009).

3.2 Research Strategy

This thesis will with the background of the Epistemology use a quantitative method research strategy. The data gathering was done through a survey which structure and data-gathering method will be explained in the following section.

12 items were developed and used in the form based on the three pillars; *place identity, place attachment and place dependence*. The number of items, 12 were chosen with the background of earlier research on quantifying SOP (Jorgensen and Stedman, 2001). The items are meant to quantify and measure people's degree of SOP to HafenCity in Hamburg based on their emotions, thoughts and behaviors. The 12 items are divided into three categories, with each category containing 4 items and representing place; identity, attachment and dependence respectively. Each of the 12 items have a likert-scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), where 5 represents the strongest feeling of SOP. 3 of the items (ID2, DEP3, DEP4, (see table 3.1)) were designed as reversed negative coding items, meaning that a low score represented a high SOP. This was done in order to reduce boredom and acquiescence (Józsa and Morgan, 2017). These answers would later be reversed for the analysis in order to be coherent with the rest of the results.

Table 3.1, *Measured Items*

| Factor | Item label | Item description |
|------------------|------------|---|
| Place identity | ID1 | HafenCity is a beautiful place. |
| | ID2 | HafenCity says very little about how Hamburg is as a city. |
| | ID3 | I like the architecture in HafenCity. |
| | ID4 | HafenCity reflects the type of city that Hamburg is. |
| Place attachment | ATT1 | I feel relaxed most of the time when I'm in HafenCity. |
| | ATT2 | I feel happy most of the time when I'm in HafenCity. |
| | ATT3 | HafenCity is one of my favorite places to be in Hamburg. |
| | ATT4 | I miss HafenCity when I'm away from Hamburg for a long time. |
| Place dependence | DEP1 | HafenCity is the best place in Hamburg for doing the things that I enjoy most. |
| | DEP2 | For doing the things that I enjoy most, few other places in Hamburg can compare to HafenCity. |
| | DEP3 | HafenCity is not a good place to do the things I most like to do. |
| | DEP4 | As far as I am concerned, there are better places to be in Hamburg than HafenCity. |

The form also contains personal questions about the respondent, which was gathered for two reasons. Firstly, because the personal information was necessary in order to find patterns and draw bigger conclusion. Secondly because it increases the reliability and validity of the study by examining if the respondents in the study are representative for people in Hamburg in general. The single most important personal question due to geographic nature of the study is the question which asks in which quarter the respondent lives. This information would later be used in order to measure the distance decay-factor of SOP. The form also included a question where the respondents were asked to describe HafenCity with one word as well as an open-ended “other comments”-question in the end. This was done in order to give the respondents the possibility to express any other emotions or thoughts that they might have about HafenCity. The personal questions and the rest of the form can be found in its German original in appendix 1.

The survey data was gathered in two ways, by doing so the validity and reliability of the study was increased (Bryman, 2012). 36 of the survey forms were filled in through in-situ data collection by people on the streets in Hamburg who were simply asked to fill in the survey. This proved to be a very time consuming yet rewarding way of gathering data. The in-situ data gathering took place on a sunny Sunday the 20th of April along the shores of the Outer Alster as well as in Versmannkai and Lohsepark in HafenCity. The first location, the Outer Alster was chosen because it is a very popular recreational area for many of the inhabitants of Hamburg, with people of all ages from all over Hamburg. The second location which was chosen, the Vermannkai and Lohsenpark in HafenCity was chosen in order to try to get a bigger sample of people how either lives or spends a lot of time in HafenCity.

The nice weather and the fact that a lot of people were off work because of the Easter holiday might have affected the mood of the people which in turn can have had an impact on the result and the level of participation (Merriam, 2001). Exactly where the in-situ data gathering was done was geocoded and plotted on a map which can be found in appendix 2.



Figure 3.1. *Vermannkai in Hafencity, on the day of the in-situ data gathering.*

The survey was also distributed in two different Facebook-groups. The first group which was chosen was a “buy and sell”- group in Hamburg named *Kleinanzeigen Hamburg - Der private Verkaufsmarkt*, with over 70 000 members. The group was chosen due to the relatively large amount of people in the group from Hamburg and the rather uncontroversial and neutral purpose of the group. This combination was important in order to increase the validity of the study. It should however be noted that no analyze of the people in the group was made, which mean that there could be a bias in the sample.

The second group which was chosen was a neighborhood group for Hafencity with over 1000 members named *Hafencity*. This group was chosen in order to get a bigger sample of people living in Hafencity. Also here is it important to note that no analyze of the sample was made which mean that there could be a bias in the sample.

The Facebook-data gathering proved to be an effective way of collecting big samples, with 127 respondents filling in the survey through social media between April 21- May 1. Using social media for surveys has been criticized for running the risk of gathering biased data which would in this case lead to a sample that would not represent the population of Hamburg. Facebook is however by far the most used social network in Germany with 38.9 million users using Facebook at least once a month in 2017, or about 47% of the population of Germany (Statista, 2017). Who is answering the survey remains unclear, and there is therefore a risk that the sample has a bias. The data quality of the sample will also be examined and further discussed in subchapter 3.4 *Evaluation of the sample*. The next section 3.3 *Method for spatial data analyze* consists of a description of the method that has laid the foundation for the spatial data analyze.

3.3 Method for Spatial Data Analyze

The home-quarter information about each respondent has laid the foundation for the spatial analyze. In order to try the hypothesis, "*People who live closer to HafenCity in Hamburg feel a greater sense of place to HafenCity than people who live further away.*" were the 103 quarters (HafenCity was not included) divided into four circles with a higher circle number representing an increased distance from HafenCity.

The circle method which was used has the limitation of not representing the distance to HafenCity in a perfect way since the circles are based on the quarters and their administrative borders. The method was however the most viable method available based on the possibilities of gathering geographical data about the respondents' home locations. In the best of worlds, the exact geographical home-location of each respondent would have been recorded. This would however be difficult, both from a data gathering perspective as well as questionable with ethical considerations considered. The circles layout can be found in figure 3.2 below. The different circles have different number of respondents in them with 18 people in Circle 1, 62 in Circle 2, 30 in Circle 3, 23 in circle 4 and 30 in HafenCity itself. The circles were designed before the data gathering and the analysis. How the socioeconomic backgrounds differs among the groups of the four different circles will be further discussed in the next section, 3.4 *Evaluation of the Sample*.

Circles for SOP-analysis of HafenCity

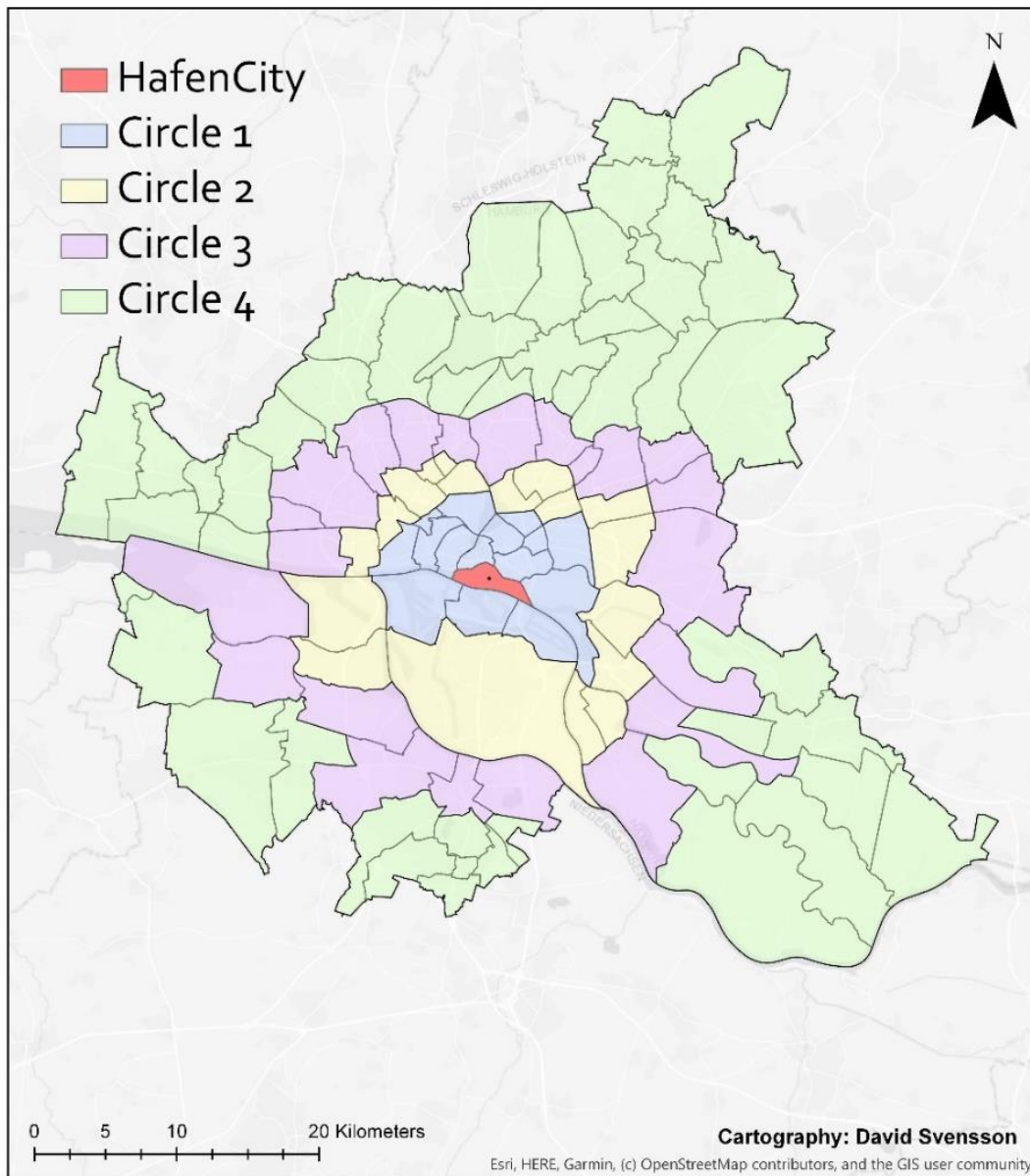


Figure 3.2, *Circles for SOP-analysis of HafenCity*

3.4 Evaluation of the Sample

In this subchapter the different socioeconomic factors which were measured are discussed in relation to the validity of the study. The sample consists in total of 163 respondents from 43 of the 104 quarters (*Stadtteile*) of Hamburg with 18.4% (30) of the respondents living in HafenCity. The sample is mainly concentrated around the central city (quite natural based on the population density of the city) with people from all 7 different city-districts (*Bezirke*) being represented. For the full geographical location of each of the respondents' home-quarter, see appendix 3.

The degree of reliability of the study is debatable since the sample is relatively small (163 respondents) and if the testing process would be repeated with another sample, is it not statistically proven that the same results would be obtained. I have as an author tried to be transparent and open with my data and results in order to give the reader the possibility to form their own opinion on the data quality. The standard deviation for each category and Circle was also measured in line with this approach and can be found in table 3.2, below.

Table 3.2 *Standard Deviation for the Measured Categories*

| | Identity S.D | Attachment S.D | Dependence S.D |
|-----------|---------------------|-----------------------|-----------------------|
| HafenCity | 1.15 | 1.09 | 1.26 |
| Circle 1 | 1.18 | 1.15 | 1.04 |
| Circle 2 | 1.06 | 1.21 | 1.1 |
| Circle 3 | 1.17 | 1.32 | 1.19 |
| Circle 4 | 1.26 | 1.41 | 1.19 |

3.4.1 Gender and Age

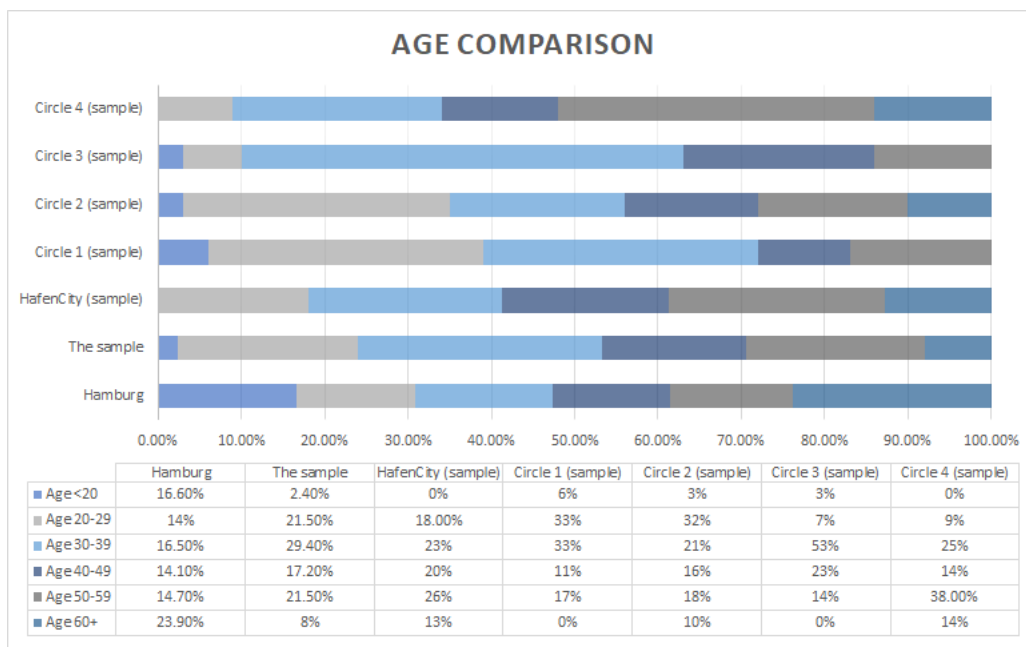
The respondents in the sample were 55.8% female, 43.6% men and 0.6% (one person) identified as non-binary. This represent the population in Hamburg relatively well with a small overrepresentation of women who in the overall population of Hamburg makes up 51% of the population (Statistisches Amt für Hamburg und Schleswig-Holstein, 2010).

To post the survey in buy and sell groups on Facebook in combination with in-situ data gathering proved to be a good way to get a relatively representational sample for people of different ages. Two groups, young people under 20 and old people above 60 are however underrepresented in the

sample. A possible explanation for the underrepresentation of younger and older people might be that they simply do not use the buy and sell groups in Hamburg to the same extent as people in the age span of 20-60.

The sample in the different circles used for the spatial data analyze have varied compositions of people from different ages. Circle 1 is relatively representational for the general sample with the exception that Circle 1 has no representation of people in the age span 60+ while the average representation for people in that age group in the sample is 8%. Circle 2 is the circle with the sample that best represents the general sample, which might be explained by the relatively big sample in Circle 2 of 62 people. The biggest difference between Circle 2 and the general sample is the overrepresentation of people in the age span of 20-29, where the general sample consists of 22% and the sample in Circle 2 comes in at an overrepresentation of 10% at 32%. Circle 3 especially sticks out with 53% of the respondents in the age-span of 30-39 in comparison with 29% for the sample as a whole. Circle 4 has a big overrepresentation of people in the age span of 50-59 with 38% in comparison to the general sample which has 21% in the age span of 50-59. The full statistics of the age of the respondents in comparison to Hamburg as a whole is presented in table 3.3, below.

Table 3.3 Age Comparison



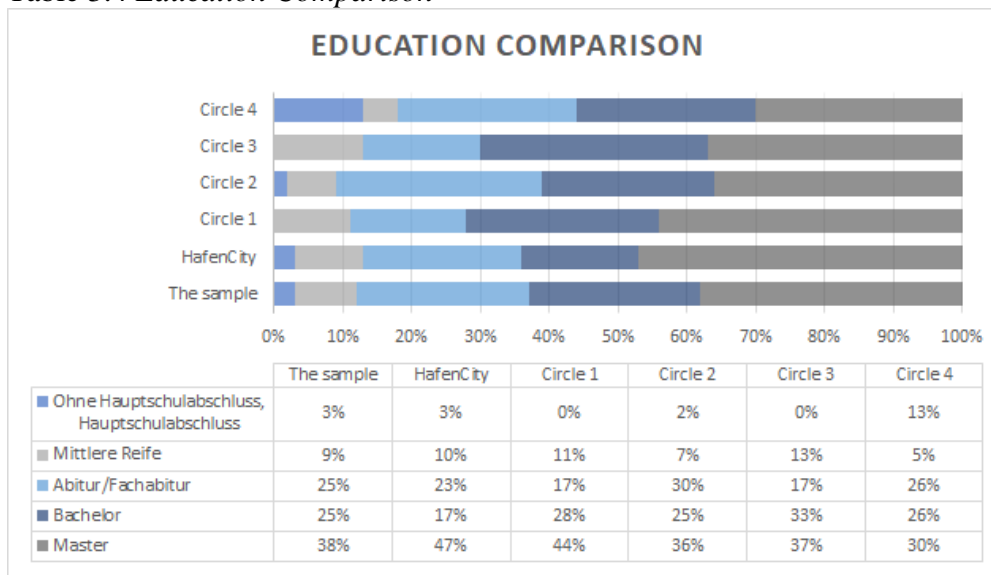
3.4.2 Education

The education system in Germany is different from that of English-speaking countries and the different educational levels have therefore not been translated in this thesis. They are instead briefly explained in the following section. *Mittlere Reife*, *Ohne Hauptschulabschluss*, *Hauptschulabschluss* and *Abitur/Fachabitur* all represents secondary-school with the difference that *Abitur/Fachabitur* is more oriented towards preparing the students for studies at university-level.

An overrepresentation of people with a high education was reported, with 63.9% of the respondents having a bachelor's degrees or higher in comparison with 28% in Germany as a whole (OECD, 2014). This might be explained by the fact that people with a higher educational level are more likely to be willing to participate in the study. Another explanation might be that the way the data was gathered (both the in-situ and online gathering) might unpurposefully have been directed toward people with a higher education. To compare the sample with the general population of Hamburg in relation to education proved to be hard since no data could be found on the general population in Hamburg's education level.

The sample was relatively evenly distributed in the different circles as can be seen in table 3.4 below. Circle four has the only notable difference in comparison to the other circles where more people in the category *Ohne Hauptschulabschluss* or *Hauptschulabschluss* can be found in relation to the general sample.

Table 3.4 Education Comparison



4. Analysis

In this chapter the empirical data will be presented and analyzed in connection to the analytical framework. The first subchapter of this chapter, *4.1 The Socioeconomic patterns of SOP* consists of an evaluation of how the socioeconomic factors gender, age, education and time living in Hamburg affects the perception of HafenCity. This subchapter is meant to answer the first research question, *Are there any patterns between people's backgrounds and perception of HafenCity?* The data in this subchapter is analyzed with the 4 circles of HafenCity for the spatial data analyze in order to be able to compare the geographical patterns with the socioeconomic.

The second subchapter of this chapter, *4.2 The geographical patterns of SOP*, evaluates how the perception of HafenCity is affected by how far away the respondents lives from HafenCity as well as how often they visit the area. The aim of the second subchapter is to answer the hypothesis, *People who live closer to HafenCity in Hamburg feel a greater sense of place to HafenCity than people who live further away* as well as the second research question: *Are there any patterns between people's geographical home-location in Hamburg and perception of HafenCity?*

The third subchapter of this chapter, *6.3 Emotions are More Than Numbers* is a more qualitative analyze of the perception of HafenCity in contrast to the more quantitatively-oriented approach of the other parts of the analyze. The purpose of this subchapter is to get another dimension in the evaluation of the perception of HafenCity from a more traditional humanistic perspective.

The SOP-perception of HafenCity was measured through the three categories *identity, attachment and dependence*. The combined results of these three categories forms what in this thesis is defined as SOP, which was measured on a likert-scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The average score for the entire sample of the different categories was: identity 3.1, attachment 2.8 and dependence and 2.3 which gave a combined average SOP-score for the entire sample of 2.7.

4.1 The Socioeconomic Patterns of SOP

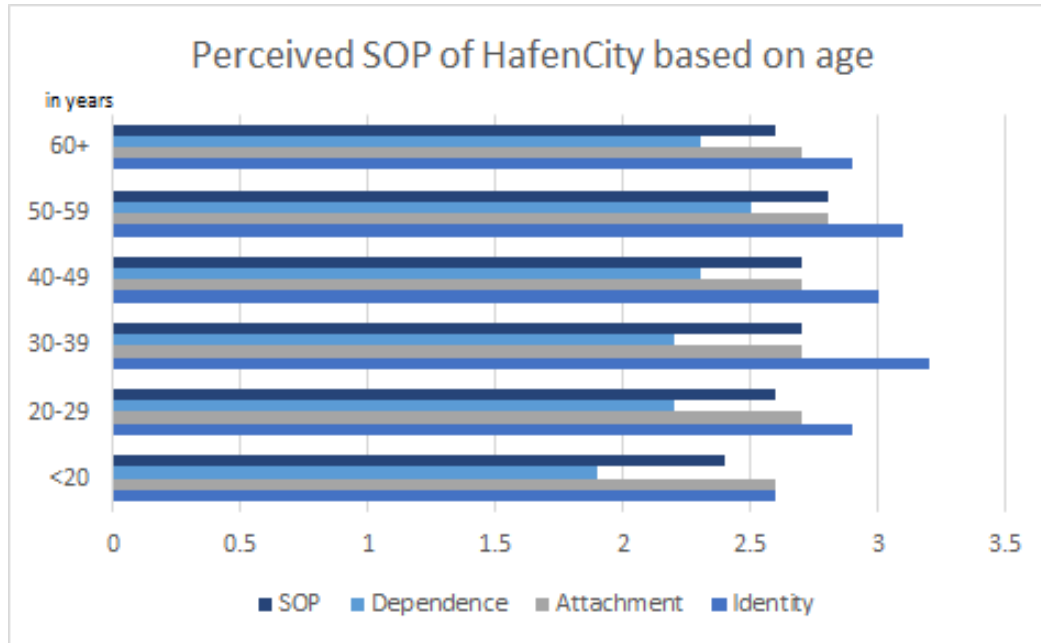
The result of the evaluation of the socioeconomic data show that no clear correlation between the measured socioeconomic parameters and the perception of HafenCity could be noted. The conclusion from this subchapter is therefore that the measured socioeconomic factors do not have a major impact of the perception of HafenCity. The different factors have been analyzed and are presented and discussed in the subchapters below.

4.1.1 Gender and Age Analysis

The SOP-rating for HafenCity for women was 2.6 while the average rating for men was slightly higher at 2.8, the average rating for non-binary was left out due to the low representation of only one person. Gender is based on these results not a factor which highly influences the perception of HafenCity. These results are not in line with Massey's (1993) ideas on how places based on gender are perceived differently but instead indicates that HafenCity is a rather gender-neutral place from a SOP-perspective.

Age did not seem to have a big impact on the perception of HafenCity. The age groups 20-29, 30-39, 40-49 and 60+ all rated HafenCity 2.7 on the SOP-score. The age group 50-59 rated HafenCity slightly higher with an average of 2.9 and people below 20 rated it a bit lower at 2.5. The sample of the age-group below 20 is however small with only 4 persons. The differences between different age-groups are small which makes it possible to draw the conclusion that age does not seem to have a big impact the perception of HafenCity. This is in line with earlier quantitative research by Giljeard, Chris et al. (2007) that has been done on place perception in relation to age which has been discussed under theory section 4.5 *Socioeconomics and Sense of Place*. The results for the age analysis can also be found in table 4.1, below.

Table 4.1 *Perceived SOP in HafenCity Based on Age*



4.1.2 Education Analysis

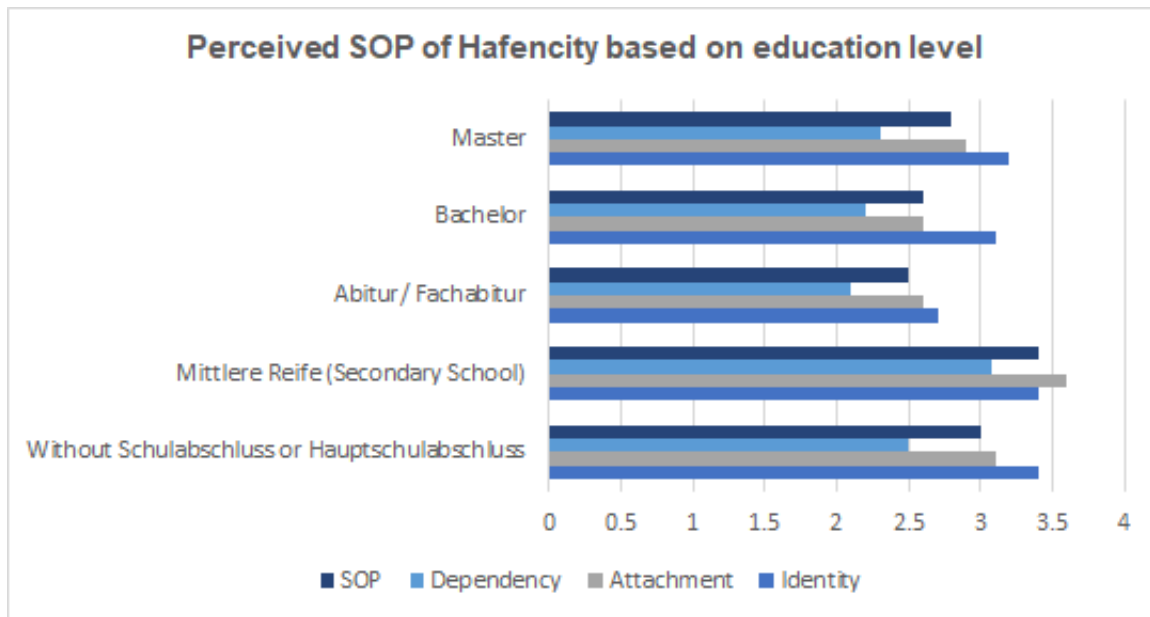
Another variable which was of interest for the study is how well the educational level of the sample correlates with the general educational level in Germany. The education system in Germany is as been discussed under 3.4.2 *Education* different from that of English-speaking countries and the different educational levels have therefore not been translated in this thesis. They are instead briefly explained in the following section. *Mittlere Reife*, *Without Hauptschulabschluss*, *Hauptschulabschluss* and *Abitur/Fachabitur* all represents secondary-school with the difference that *Abitur/Fachabitur* is more oriented towards preparing the students for studies at university-level.

People in the category *Without Hauptschulabschluss* or *Hauptschulabschluss* rated identity at 3.4, attachment at 3.1 and dependence at 2.5 which resulted in a SOP-score of 3. People in the category *Mittlere Reife* rated the three categories the highest of all groups with an average identity at 3.4, attachment at 3.6 and dependence at 3.1 which resulted in a SOP-score of 3.4. People with a bachelor or master perceived HafenCity relatively similarly with the bachelor sample rating identity 3.1, attachment 2.6 and dependence at 2.2 which gave a SOP-rating of 2.6, in comparison

to the master sample which rated identity 3.2, attachment at 2.9 and dependence at 2.3 which gave a SOP-rating of 2.8. The results of the education analysis can also be found in table 4.2, below.

No clear correlation could however be observed in regard to perception of HafenCity and education level. People with a lower educational background (*Mittlere Reife, Ohne Hauptschulabschluss, Hauptschulabschluss*) gave however on average HafenCity a slightly higher score on all of three aspects of SOP. The results indicate that education do not affect place perception in the case of HafenCity, which would not support Massey’s thoughts on how places are perceived differently by different socioeconomic groups (Massey, 1993).

Table 4.2 *Perceived SOP in HafenCity Based on Education Level*



4.1.3 Time Living in Hamburg Analysis

How long people had been living in Hamburg was a factor measured with the background of the nature of SOP. Since SOP is something that is created through our memories, how long time we spend in an area could also therefore affect our perception of it. This factor did however not seem to affect the perception of HafenCity. The people who had lived less than 5 years in Hamburg rated the area at around 2.8 on the SOP-scale while people who had been living in Hamburg longer than 5 years rated it slightly higher at 2.7. The difference is minimal and the conclusion which can be drawn is that time living in Hamburg does not affect the perceived perception of HafenCity.

4.2 The Geographical Patterns of SOP

The results from the geographical analysis of the patterns of SOP suggests that people who live further away from HafenCity also tend to have a stronger SOP to the area with the exception of People living in HafenCity who reported the highest SOP of all measured groups. The deeper analysis of how this inference was concluded is further explained in the following sections.

4.2.1 Visits to HafenCity

People who only visits HafenCity once a year or less tended to rate the area low with a SOP-score of 2.0. People how visits the area more than once a year but less than once a month rated HafenCity on average 2.5. People who visits the area once a month or more rated the area on average 2.7. This shows that people who spends more time in the area also tends to rate it with a higher SOP-score. It is however important to note that correlation does not mean causation. It could be that people who visits HafenCity more often gets a stronger SOP to the area, but it could also be that people who already likes the area tends to visit it more often.

4.2.2 First Law of Geography

The people living in HafenCity also gave HafenCity the highest score of all groups in the sample for both identity (3.8), attachment (4.2) and dependence (3.6) which combined gives a SOP-score of 3.9. The groups which reported the lowest result on all three categories was the people living closest to HafenCity yet not in the area. This group which is represented through Circle 1 gave HafenCity on average 2.5 on identity, 1.7 on attachment and 1.7 on dependence. This resulted in the lowest score of all measured groups with a SOP of 1.9. The SOP-score thereafter increased by distance to HafenCity where the respondents in Circle 2 on average gave identity 2.7, attachment 2.3 and dependence 1.9 which resulted in SOP score of 2.3. The respondents in Circle 3 rated the identity at 3.2, attachment 2.7 and dependence at 2.1 which gave a SOP score of 2.7. The respondents in Circle 4 gave the highest score on identity at 3.3, attachment at 2.9 and dependence at 2.3 of all groups outside of HafenCity which resulted in a SOP score of 2.8 even though they are the group living furthest away from HafenCity.

The results which are illustrated in figures 4.1, 4.2, 4.3 and 4.4 on page 36 as well as in table 4.3 on page 35 do not support the hypothesis that the first law of geography is applicable when measuring SOP. It instead shows tendencies of a reversed distance decay, where people who live further away from HafenCity have a stronger SOP with the exception of people living in HafenCity.

4.2.3 Identity

Identity is the category which differs the least of the three categories *identity*, *attachment* and *dependence*. People in HafenCity rated the identity of the area at 3.8, while people living in Circle 1 rated it at 2.5. People in Circle 2 rated it at 2.7 and people in Circle 3 and 4 rated identity relatively similarly at 3.2 and 3.3 respectively. The difference between the highest rating group of HafenCity and the lowest rating group of Circle 1 is 1.3, the lowest difference of all measured categories. The fact that the results of identity are less spread out than that of other categories might be explained by the fact that some of the factors when measuring identity are less related to a person's personal relation to a specific place and more related to a person's general preferences for architecture and physical beauty. The difference between the different groups which can still be seen can be related back to the theory of identity and the fact that a person needs to identify and feel that a place reflects them as individuals and their city in general in order to be able to feel that the place has a high identity (Proshansky, 1978). The fact that people living in HafenCity feel that HafenCity has a high identity might be explained by the fact that the area is their home, a place which typically rates high when measuring identity (Tuan, 1991).

4.2.4 Attachment

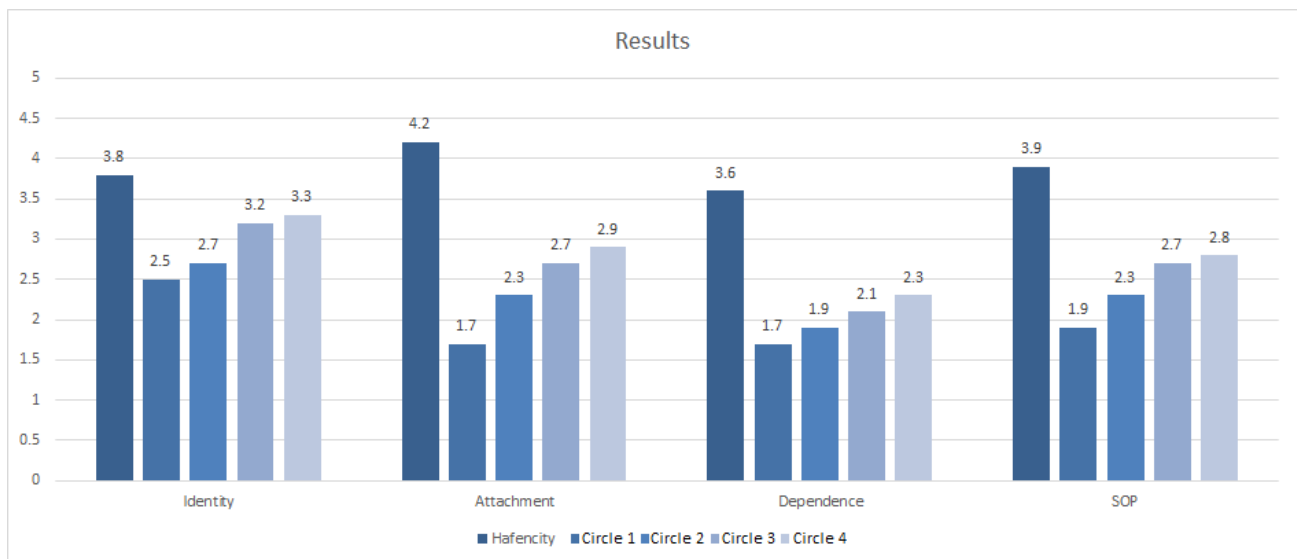
The category which differs the most between the measured groups is attachment where the people living in HafenCity gave on average a score of 4.2, the highest of all measured categories and the people living in Circle 1 gave the lowest score of all measured categories at 1.7. The people living in Circle 2 gave an average attachment score of 2.3, Circle 3 gave an average of 2.7 and Circle 4 gave an average of 2.9. The big difference (2.5) between people living just outside of HafenCity and people living in HafenCity indicates that people who live in HafenCity also create stronger bonds to the area, which can be seen as an effect that people living in the area also develop positive

bands to it to a larger extent than people who do not live there, in line with the theory of attachment (Altman and Low, 1992). The humanistic efforts from the City of Hamburg to make HafenCity a place that the people who live there feels attached to can here be seen as successful. The results are however not as successful when looking at the area from a post-structural humanistic perspective including all groups of the city.

4.2.5 Dependence

The dependence category was the category which on average was rated the lowest. People living in HafenCity rated the dependence at 3.6, in Circle 1 1.7, in Circle 2 1.9, in Circle 3 2.1 and in Circle 4 2.3. The perception of HafenCity from a dependence-perspective is also the category which differs the least among people living outside of HafenCity. People living in HafenCity rated dependence relatively high at 3.6 while people outside of HafenCity rated it relatively low. A conclusion which one could draw from this in connection to the background of the analytical framework is that HafenCity is a place that people who do not live in perceive as a place where there is not much to do for them.

Table 4.3 Results of the Measured Categories



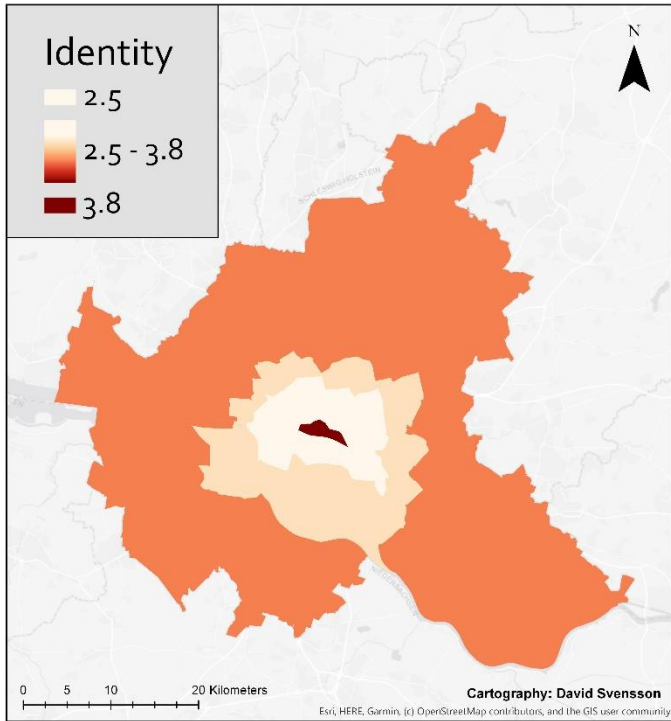


Figure 4.1, Map of Identity Results

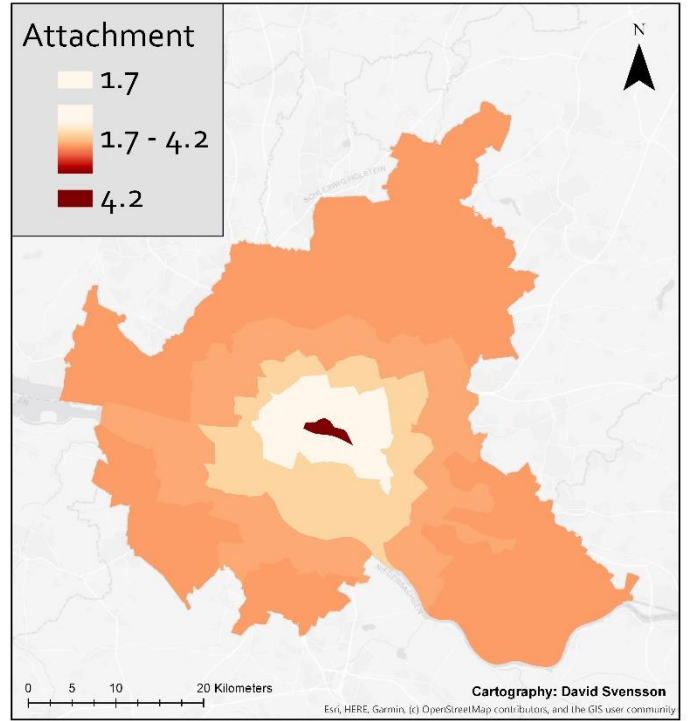


Figure 4.2 Map of Attachment Results

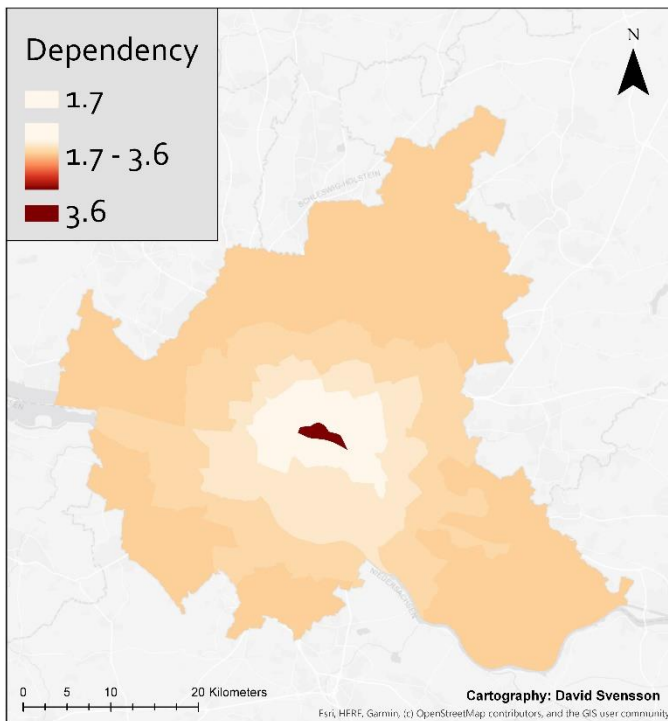


Figure 4.3 Map of Dependency Results

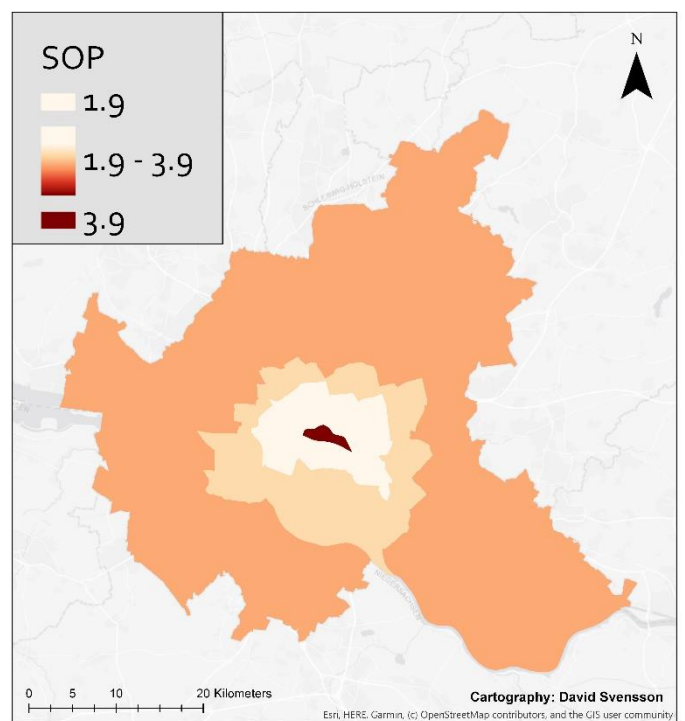


Figure 4.4 Map of SOP Results

4.3 Emotions are More Than Numbers

Since quantifying SOP is still a relatively new field and due to the quantitative approach of this thesis, a more conventional soft approach without numbers was included. This was done by asking the respondents to describe HafenCity in one word. 139 of the 163 respondents answered the one-word question which was voluntary. The result is in this subchapter presented and every single word used to describe HafenCity in the survey can be found in the form of word clouds in Figure 4.5, 4.6, 4.7, 4.8 and 4.9 where more occurring words are represented bigger. The words were originally written in German but have for the sake of this analysis been translated. The fact that the rectangles have different sizes and that different words have different colors have no scientific motivation. The rectangles should be viewed as illustrations of what people say rather than a form of analysis tool.

Despite the subjective perception of words, I still want to highlight the fact that the word *Home* occurs only in the sample of the people living in HafenCity, where it occurs 9 times. The word is special, since *home* according to Tuan symbolizes the ultimate form of SOP (Tuan, 1991).

Different people give however different meaning to words as been discussed under methodology. A word like *modern* can therefore have a positive or negative meaning. I have therefore decided to not do a deeper analysis of the words describing HafenCity. I have however still decided to include them since I believe that it adds another dimension for the reader in order to understand the sample and their perception of the area.



Figure 4.5 Words used to Describe HafenCity by People Living in HafenCity

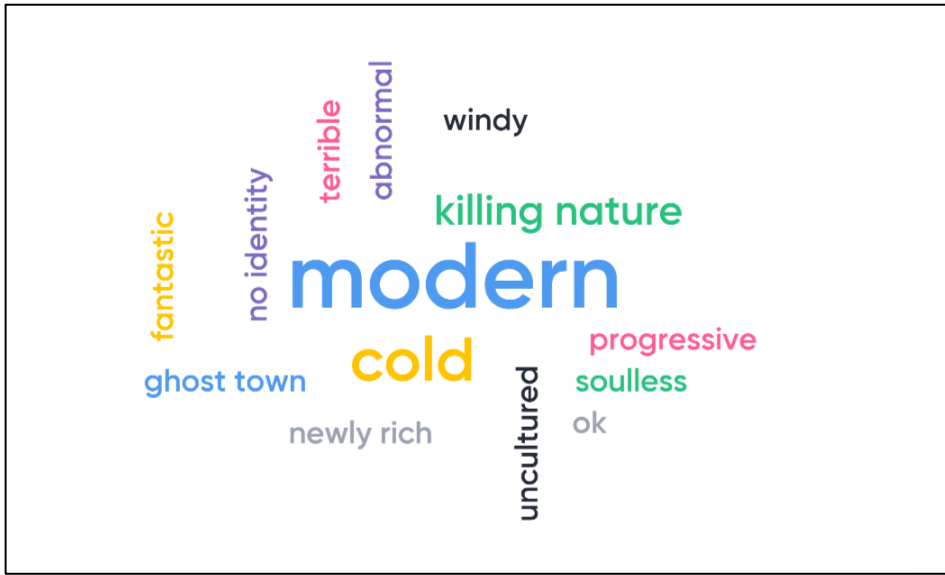


Figure 4.6 Words used to Describe HafenCity by People Living in Circle 1



Figure 4.7 Words used to Describe HafenCity by People Living in Circle 2

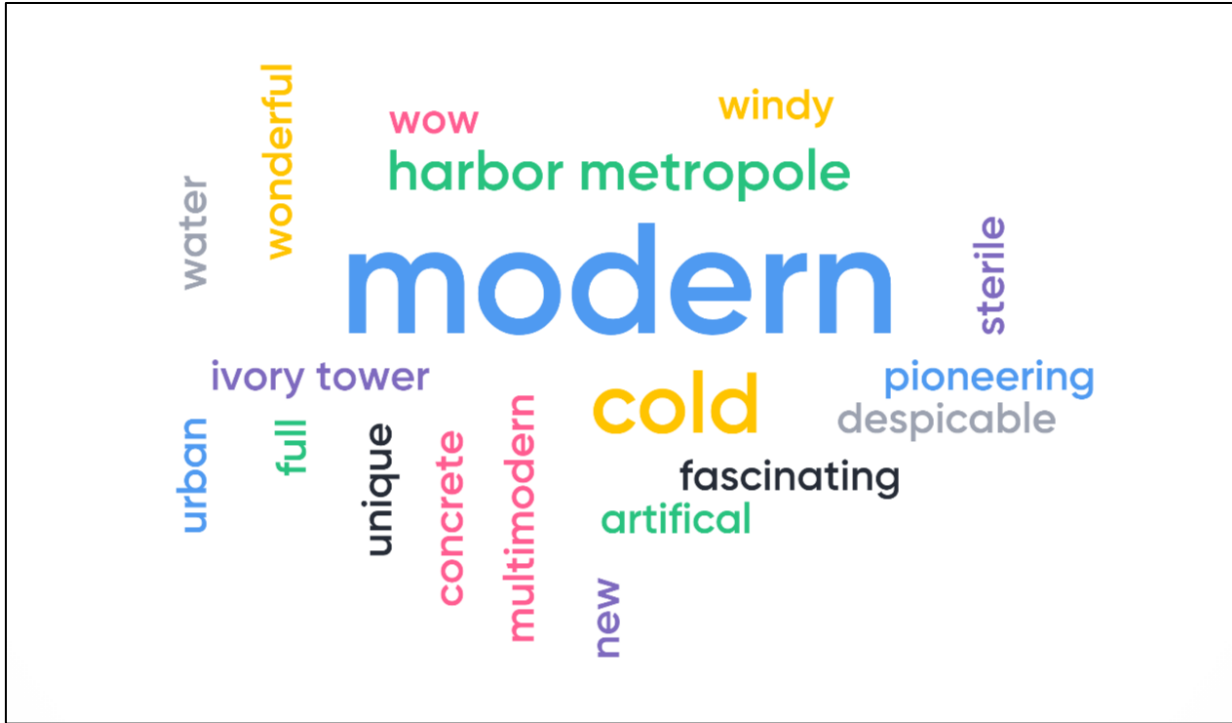


Figure 4.8 Words used to Describe HafenCity by People Living in Circle 3



Figure 4.9 Words used to Describe HafenCity by People Living in Circle 4

5. Conclusions

The aim of this thesis has been to investigate how people from different socioeconomic, and geographical backgrounds relates to HafenCity in Hamburg. This has been through a survey-study in order to be able to answer the two research questions:

1. *Are there any patterns between people's socioeconomic backgrounds and perception of HafenCity?*
2. *Are there any patterns between people's geographical home-location in Hamburg and perception of HafenCity?*

The take home message from this thesis is that people's perception of HafenCity is not to a major extent influenced by socioeconomic factors while geographical factors and the distance living from HafenCity have an influence on people's perceived SOP of the area. In this chapter the conclusions which can be drawn from the analysis in relation to the research questions will be presented. The chapter is divided into two subchapters, with subchapter one, *5.1 Conclusions of the Socioeconomic patterns of SOP* relating back to the first research question and the second subchapter, *5.2 Conclusions of the geographical patterns of SOP* relating back to the second research question.

5.1 Conclusions of the Socioeconomic Patterns of SOP

The Socioeconomic factors which were measured (age, gender, education, time living in Hamburg) did not have any major impact on people's perception of HafenCity. There are therefore in order to answer the first research question no clear patterns between the measured socioeconomic parameters and people's perception of HafenCity. There could however be other factors which were not measured in this study that might affect a person's perception of HafenCity. More research is therefore needed in order to fully exclude the possibility of socioeconomic parameters effect on the perception of HafenCity.

5.2 Conclusions of the Geographical Patterns of SOP

People who live in HafenCity also have a much stronger feeling of SOP than people who do not live in the area. This result is evident when looking at all three categories; identity, attachment and dependence. Since socioeconomic factors did not seem to have a major impact on the perception of HafenCity so was the possibility of skewed data with different socioeconomic groups in different circles ruled out as an explanation for the geographical patterns of SOP.

The pattern, which was noted suggests a reversed distance decay, where people living closer to HafenCity yet not in the area have a lower SOP to the area. This is not in line with the hypothesis: *People who live closer to HafenCity in Hamburg feel a greater sense of place to HafenCity than people who live further away.* It instead shows a correlation between increased distance and SOP with the exception for people living in HafenCity. The hypothesis which was inferred can therefore in this specific context and case with the background of the analysis be said to be falsified. More research would however be needed in order to strengthen the conclusion.

The factors which were measured; identity, attachment and dependence differed between the measured groups in relation to the difference in perceived SOP. Identity proved to be the factor which differed the least between different groups which suggests that the identity of the area is perceived relatively similarly among the different groups in relation the general SOP.

The attachment proved to be the factor which differed most between the different groups. The analysis suggests that people living in HafenCity also feel significantly more attached to the area which can be explained by the fact that they also spend the most time there of the measured groups. The results of the third factor, dependence suggests that people living outside of HafenCity perceive the area as a place where there are not many things for them to do while people living in HafenCity to a greater extent perceive the area as an area which meets their needs.

The possibility to apply the results of this study in other contexts remain however unclear. Places are unique and must be understood from their specific context and history. The result from this thesis is therefore more of an exemplification of how SOP can be applied in the context of Hamburg than a generalization.

6. Final Remarks and Further Research

In this, the final chapter of this thesis are possible explanations for the noted pattern discussed and suggestions for further research is highlighted. This chapter is part of my own personal reflections and thoughts and should not be viewed as conclusions but rather suggestions.

6.1 Discussion

The aim of this thesis has been to evaluate several different parameters which might affect a person's SOP-towards HafenCity. Age, gender and education did not seem to have a big impact on the perception of HafenCity while their geographical home-location did. People who live closer to HafenCity but not in the area tended to have a lower SOP to the area. The result suggests that people who live further away from HafenCity also tends to like it more. A paradoxical explanation for the geographical patterns of SOP which have been described in this thesis could be that people who live further away also feel more positive to the area since it does not affect their everyday life to the same extent as the people who live close to the area. People living near HafenCity might also have stronger opinions about HafenCity since it affects their everyday life negatively to a greater extent than that of people who live further away which might explain the pattern.

The presented possible explanation should however be viewed for what it is, a possible explanation, and not a fact. There could be other proximity factors then the geographical one which might affect a person's perception of a place. It should also be noted that correlation does not necessarily imply causation. A relationship between two variables, like distance and perception of HafenCity does not necessarily mean that one causes the other. There could also be other variables which have not been measured in this thesis that affect the perception of HafenCity. The result is also which has been discussed under methodology and analysis not statistically proven and more research would be needed in order to strengthen the results from this thesis.

It should also be highlighted that the places are not static. Places and the perception of them changes over time based on people's actions and memories which they create to a place. (Cresswell, 2004). Since HafenCity is a place which is still partly under construction could it be argued that the perception of HafenCity will probably change over time.

6.2 The Theoretical Framework's Applicability.

To quantify SOP, might from a more traditional humanistic geographers' point of view be seen as controversial. I believe however that it can add another dimension in helping us reaching a better understanding of place perception in ways that a more qualitative approach could not. To measure SOP quantitatively have in this thesis proved to be able to show patterns which I believe would have been much harder to find with a more qualitative approach.

The quantitative approach which was chosen has however its limitations. This became evident when doing the in-situ data gathering where people came with interesting input and opinions about HafenCity which have not be highlighted in this thesis. For example, one respondent living in Circle 1 had despite the general negative perception of HafenCity in Circle 1 a very positive view of the area. The respondent described his positive attitude towards HafenCity as a result of the fact that the respondent had a kid who attended a kinder garden in HafenCity which influenced the respondent's perception of the area. This perspective was however something that could not be read out from the survey.

The idea to grade the perception of HafenCity on a likert-scale in order to put a number on the perception of the area can from a more traditional hermeneutic perspective be criticized for giving an oversimplified picture of the area. All social research (including humanistic) is however simplifications of the world which we live in. I am convinced that the chosen approach has contributed to a better understanding of HafenCity from a SOP-perspective. This does however not mean that the more traditional qualitative approach cannot do that as well. I believe that the different approaches each fill their own functions and a combination of them would give the best possible understanding of the area.

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8. Appendixes

Appendix 8a. Survey in its German original

5/28/2019

Wahrnehmung der HafenCity

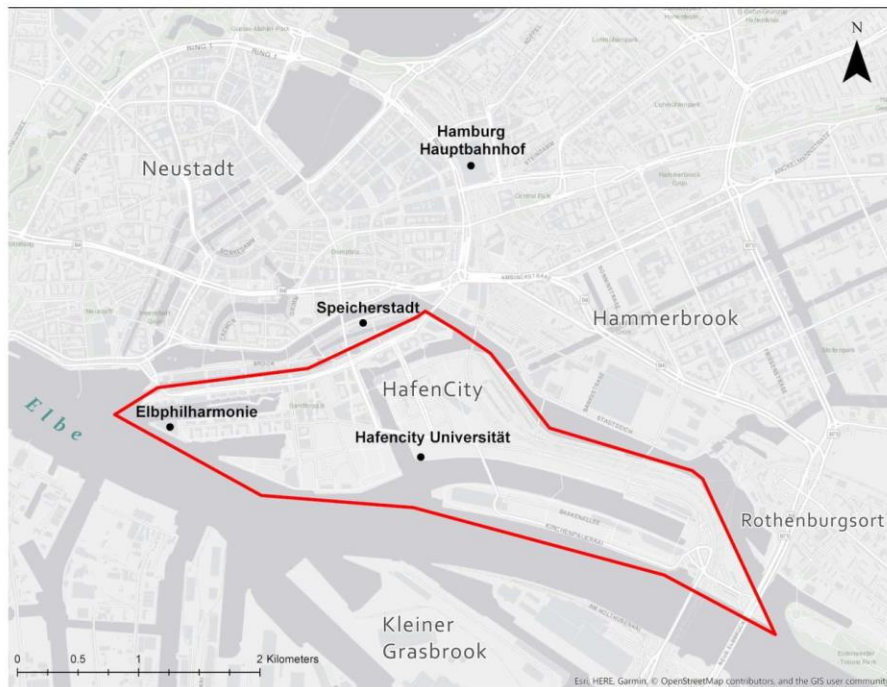
Wahrnehmung der HafenCity

Für ein Projekt der geografischen Fakultät der Universität Lund (Schweden) würde ich mich freuen, wenn Sie einige Fragen zur Wahrnehmung der HafenCity in Hamburg beantworten könnten. Ihre Antworten sind selbstverständlich anonym. Das Beantworten der Fragen dauert ca. 3 Minuten. Vielen Dank für Ihre Hilfe!

* Required

HafenCity

Die HafenCity ist ein Stadtteil im alten Hafen von Hamburg und befindet sich zwischen der Elbe und der Neustadt. Geprägt wird der Stadtteil u.a. durch die Elbphilharmonie und die HafenCity Universität sowie durch seine moderne Architektur.



Teil 1/2

1. Wie oft halten Sie sich in der Hafencity auf? **Mark only one oval.*

- Täglich
- Mehrmals im Monat
- Einmal im Monat
- Mehrmals im Jahr
- Einmal im Jahr
- Seltener als einmal im Jahr
- Ich war noch nie in der Hafencity

2. Die Hafencity ist ein wunderschöner Ort. **Mark only one oval.*

| | | | | | | |
|---------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Stimme überhaupt nicht zu | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Stimme voll zu |

3. Die Hafencity sagt wenig über Hamburg als Stadt aus. **Mark only one oval.*

| | | | | | | |
|---------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Stimme überhaupt nicht zu | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Stimme voll zu |

4. Mir gefällt die Architektur der Hafencity. **Mark only one oval.*

| | | | | | | |
|---------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Stimme überhaupt nicht zu | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Stimme voll zu |

5. Die Hafencity zeigt gut, was für eine Stadt Hamburg ist. **Mark only one oval.*

| | | | | | | |
|---------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Stimme überhaupt nicht zu | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Stimme voll zu |

6. Wenn ich in der Hafencity bin, fühle ich mich meistens entspannt. **Mark only one oval.*

| | | | | | | |
|---------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Stimme überhaupt nicht zu | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Stimme voll zu |

7. Wenn ich in der Hafencity bin, bin ich meistens froh. **Mark only one oval.*

| | | | | | | |
|---------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Stimme überhaupt nicht zu | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Stimme voll zu |

8. Die Hafencity ist einer meiner Lieblingsorte in Hamburg. **Mark only one oval.*

| | | | | | | |
|---------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Stimme überhaupt nicht zu | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Stimme voll zu |

9. Ich vermisse die Hafencity, wenn ich länger nicht in Hamburg bin. **Mark only one oval.*

| | | | | | | |
|---------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Stimme überhaupt nicht zu | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Stimme voll zu |

10. Die Hafencity ist einer der besten in Orte in Hamburg, um die Dinge zu tun, die ich am liebsten mache. **Mark only one oval.*

| | | | | | | |
|---------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Stimme überhaupt nicht zu | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Stimme voll zu |

11. Für die Dinge, die ich am liebsten mache, gibt es wenige Ort in Hamburg, die sich so eignen wie die Hafencity. **Mark only one oval.*

| | | | | | | |
|---------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Stimme überhaupt nicht zu | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Stimme voll zu |

12. Die Hafencity ist kein guter Ort, um die Dinge zu tun, die ich am liebsten mache. **Mark only one oval.*

| | | | | | | |
|---------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Stimme überhaupt nicht zu | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Stimme voll zu |

13. Meiner Meinung nach gibt es bessere Orte in Hamburg, um sich aufzuhalten, als die Hafencity. **Mark only one oval.*

| | | | | | | |
|---------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Stimme überhaupt nicht zu | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Stimme voll zu |

14. **Wie würdest du die HafenCity mit einem Wort beschreiben?**

Teil 2/2

15. **Bitte geben Sie Ihr Geschlecht an ***

Mark only one oval.

- Männlich
 Weiblich
 Divers

16. **Bitte geben Sie Ihren höchsten Abschluss an ***

Mark only one oval.

- Ohne Schulabschluss
 Hauptschulabschluss
 Mittlere Reife
 Abitur / Fachabitur
 Bachelorabschluss
 Masterabschluss

17. **Wie lange wohnen Sie schon in Hamburg? ***

Mark only one oval.

- < 1 Jahr
 1-2 Jahre
 3-5 Jahre
 > 5 Jahre

18. **Wie alt sind Sie? ***

Mark only one oval.

- < 20
 20-29
 30-39
 40-49
 50-59
 60+

19. In welchem Stadtteil wohnen Sie? **Mark only one oval.*

- Allermöhe
- Alsterdorf
- Altengamme
- Altenwerder
- Altona-Altstadt
- Altona-Nord
- Bahrenfeld
- Barmbek-Nord
- Barmbek-Süd
- Bergedorf
- Bergstedt
- Billbrook
- Billstedt
- Billwerder
- Blankenese
- Borgfelde
- Bramfeld
- Cranz
- Curslack
- Dulsberg
- Duvenstedt
- Eidelstedt
- Eilbek
- Eimsbüttel
- Eißendorf
- Eppendorf
- Farmsen-Berne
- Finkenwerder
- Francop
- Fuhlsbüttel
- Groß Borstel
- Groß Flottbek
- Gut Moor
- HafenCity
- Hamburg-Altstadt
- Hamm
- Hammerbrook
- Harburg

5/28/2019

Wahrnehmung der Hafencity

- Harvestehude
- Hausbruch
- Heimfeld
- Hoheluft-Ost
- Hoheluft-West
- Hohenfelde
- Horn
- Hummelsbüttel
- Iserbrook
- Jenfeld
- Kirchwerder
- Kleiner Grasbrook
- Langenbek
- Langenhorn
- Lemsahl-Mellingstedt
- Lohbrügge
- Lokstedt
- Lurup
- Marienthal
- Marmstorf
- Moorburg
- Moorfleet
- Neuallermöhe
- Neuenfelde
- Neuengamme
- Neugraben-Fischbek
- Neuland
- Neustadt
- Neuwerk
- Niendorf
- Nienstedten
- Ochsenwerder
- Ohlsdorf
- Osdorf
- Othmarschen
- Ottensen
- Poppenbüttel
- Rahlstedt
- Reitbrook
- Rissen

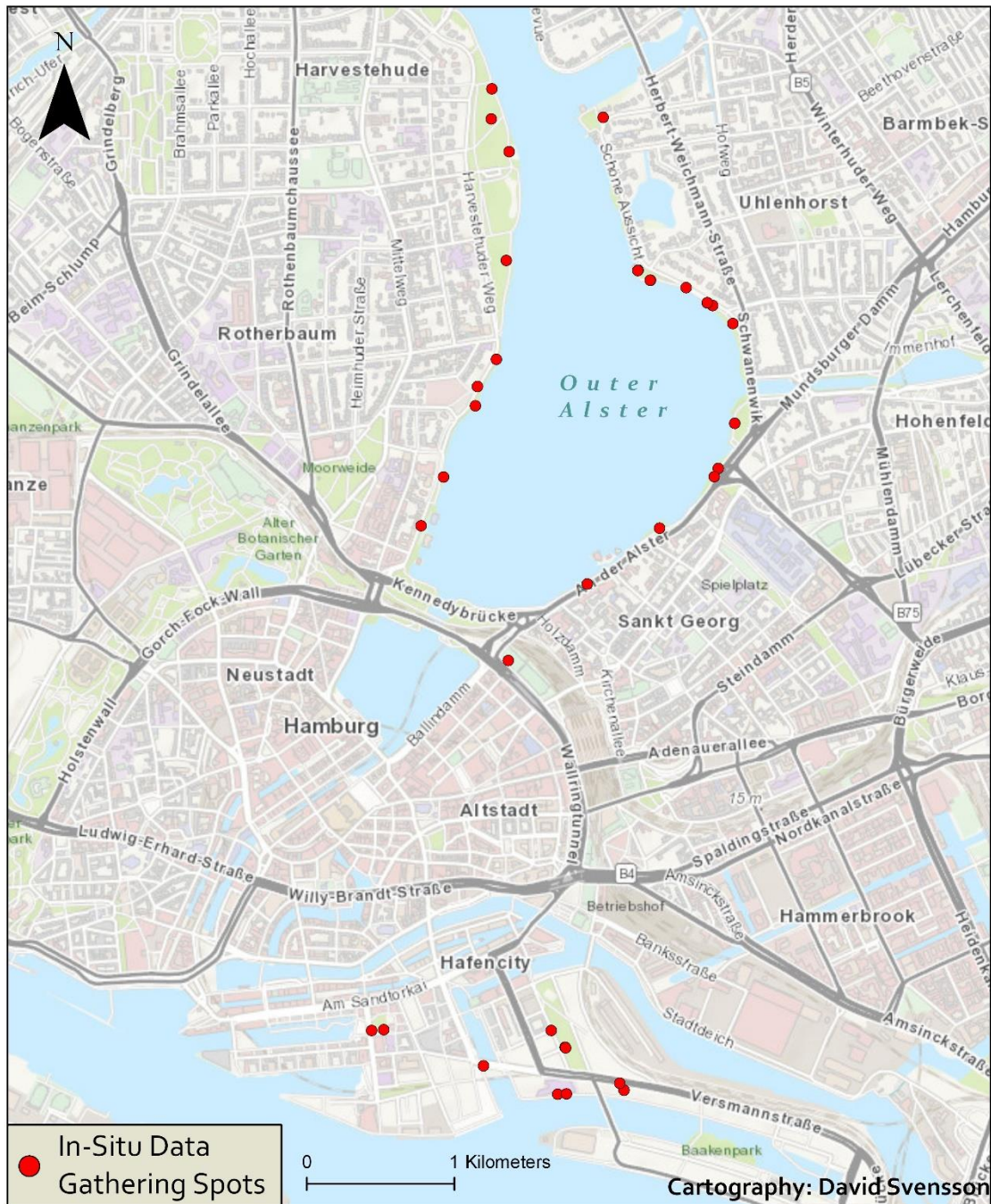
<https://docs.google.com/forms/d/1g9tGx7wPF56KQOAJMBtmWINQtDufaUoU7g-bGDigAb8/edit>

6/7

- Rönneburg
- Rothenburgsort
- Rotherbaum
- Sasel
- Schnelsen
- Sinstorf
- Spadenland
- St. Georg
- St. Pauli
- Steilshoop
- Steinwerder
- Stellingen
- Sternschanze
- Sülldorf
- Tatenberg
- Tonndorf
- Uhlenhorst
- Veddel
- Volksdorf
- Waltershof
- Wandsbek
- Wellingsbüttel
- Wilhelmsburg
- Wilstorf
- Winterhude
- Wohldorf-Ohlstedt

20. Weitere Kommentare/Anregungen:

In-Situ Data Gathering Spots in Hamburg



Respondents' Home Quarters in Hamburg

