Analysis of Social Change Impacts on the Pattern of Rural Housing  
(Case Study: Binalood County)

Aliakbar Anabestani*  
Associate prof, Geography and Rural Planning, Ferdowsi University of Mashhad, Mashhad, Iran

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Extended Abstract

1. INTRODUCTION

Nowadays, an increase in distortion of Iran’s villages is due to the technological invasion, influence of urban culture and the decline of local and cultural values among rural inhabitants. In recent years, the rural housing has vastly changed. This research attempted to investigate the impact of social changes on housing pattern in rural life. In addition, this article analyzed the spatial distribution relation between these two variables in the scope of the study. Therefore, its results could be used as a basis for further studies, planning and policy making in rural areas, especially in Binalood County.

2. THEORETICAL FRAMEWORK

Social factors affecting the rural context include ethnicity, ancestors’ type of living, family structure, migration, kinship relations, social stratification, security, religious beliefs, and traditions. On the one hand, rural inhabitants have unbreakable relation with cities, where they have learnt the urban construction styles and patterns and have used them in their own rural areas since urban housing have met villagers’ need and it was more efficient. On the other hand, this identical form and pattern is due to the Housing Foundation of Islamic Revolution attempts. The proceedings of Housing Foundation to improve housing situation are rural projects implementation, housing promotion through housing sample in rural areas and supervision on rural constructions.

3. METHODOLOGY

This study is an applied research and it used a descriptive- analytical method for analysis. Some parts of the data were collected through field studies and questionnaires and the other parts like the theoretical-conceptual framework, documentations, and the census were collected via library research method. According to the findings of census conducted in 2012, this county includes 53 villages with a population of 31337. The population from which the participants were selected for this study included all villages over 20 households in the County that equal 41 villages with a population of 31,045 people and based on the N0 formula it consisted of 11 villages with 4,418 households. To estimate the sample size, the Cochran sampling method was used with a confidence level of 95% and the error probability of 6.25%. A total of 232 people were questioned. In this study, simple random sampling method was applied. After collecting the data, the corpus was assessed via ArcGIS and SPSS. The main question in this study was to what extent social changes in villagers’ lives would affect the rural housing pattern? Thus, this research was based on the following hypotheses: "Social changes in the lives of villagers have been effective on rural housing pattern."

4. DISCUSSION

In spatial analysis, there exists a direct correlation between social changes in the lives of villagers and rural housing pattern, with the value of 0.379 at a significance level of 99%. This represents a significant impact of social changes on rural housing pattern. There was a significant positive correlation between ‘villagers social changes’ and ‘rural housing pattern’ in six villages such as Chaheshk, Noghondar, Azghad, Mayan-e-Vosta, Zoshk and Virani (Norabad). According to the results, the effect is significant for all variables in the model, but the fear of widespread social disorders would have a negative impact on housing patterns which is consistent with actual results in study area. To eliminate the insignificant items in the Route analysis model, factor analysis model was used. Accordingly, the two items of migration tendency index, an item of fear of widespread
social disorder index, and 9 items of quality of rural housing, were omitted from the analysis. Then variables (indicators) were considered for the analysis of the model. Based on t-test and the standard values of beta coefficients for each route, consumerism tendency indicator has had the most influence on the rural housing pattern.

5. CONCLUSION

housing patterns in the study area, illuminated the fact that the independent variables played a significant role in predicting the dependent variable; therefore, this could explain the 35.4 percent of the housing patterns variation. Among the factors, consumerism tendency with 42.7 percent would determine the highest variability of dependent variable. But social solidarity index and fear of widespread social disorders in rural communities had a negative impact on rural housing pattern. In the Route Analysis, consumerism tendency indicator had an impact on four indexes of rural housing pattern and the greatest influence of this index was on architectural planning and rural housing quality with ratio of 0.43 and 0.45. Thus, social change in the lives of villagers had relatively significant impact on rural housing pattern in the study area and the research hypothesis is confirmed.

The most important proposed strategies for positive social changes in rural life, regarding its impact on rural housing pattern, to achieve success in housing field include:

- The cooperation among families had decreased due to the prevalence of rural housing pattern. Therefore, it is suggested to pay more attention to aspects related to social impacts on new housing pattern.
- In new housing pattern in rural areas, villagers have lost their independence and they have relied heavily on cities for construction. They are even incapable of fixing their houses without going to cities. Thus, it is recommended to use local materials regarding structural stability and resistance of construction.
- New housing has influenced the rural and urban economic relations the way that a great amount of villagers’ income is flowing to cities for construction; so this issue should be considered in new architectural plan in rural areas.
- And so on.

**Keywords:** Consumerism, the migration tendency, social solidarity, housing satisfaction, architecture plan, housing resistance.

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