

## **Governance | Individual communication**

### **IC - (20959) - NEIGHBORHOODS ARE ALL THE SAME BUT SOME ARE MORE EQUAL THAN OTHERS: ENTITATIVITY JUDGMENTS OF THE URBAN DESIGN**

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#### **Background and objectives**

Being a Group is different in what concerns the way its perceived. Campell (1958) introduced the concept of "entitativity", which "refers to the degree to which a social aggregate is perceived as "having the nature of an entity, or having real existence" (p.17). Bernardo & Palma-Oliveira (in press) showed that neighbourhoods can be evaluated as possessing different levels of entitativity. It was found that people made consistent inferences about the psychosocial characteristics of the neighbourhood and its inhabitants. Since high entitativity can be a positive feature of urban design it is relevant to understand exactly what are the triggers of that evaluation and it's cultural consistency.

#### **Process and methods (for empirical research)**

The first study was done with an international sample with a total of 400 people. The results shown an incredible degree of consistency amongst different neighbourhoods evaluation.

However what is the determinant of the judgment of entitativity is still elusive. In another study with 340 subjects we presented a set of manipulated photos where we were able to distinguish different features of the urban environment (roads, squares, urban features etc.) and obtain judgments of entitativity.

#### **Main results (or main arguments in the case of critical reviews)**

From the results of the first study one can conclude that not only the concept is an important to understand perception of urban spaces but also for argue for a large consistency of evaluations.

The results of the second study show that the relation between the judgment of entitativity and social psychological inferences about people in different urban places is, as predicted, much more complex than what the first studies led us to believe and have huge consequences for the design of urban spaces

#### **Implications for research and practice/policy | Importance and originality of the contribution**

The theoretical consequences of these studies will be discussed and the practical implications will be presented with reference to concrete features of the urban design that augments the perception of groupness and entitativity of urban design

**Palavras-chave : neighbourhoods, local social identity, Entitativity**