

Appendix A

A Survey Questionnaire on Imageability: Element Interrelations

Imageability is explained not only by the five elements, but also by the pattern or structure of interrelations of the elements. The purpose of this survey is to provide a measure of the interrelations of the elements toward an explanation of the observed (campus) form. This survey is designed such that the five elements (paths, edges, districts, nodes, landmarks) are assessed pairwise (for example, node-path; landmark-district) by using a scale of relative importance (see below). Please note that:

"Such pairs may reinforce one another, resonate so that they enhance each other's power; or may conflict and destroy themselves." (Lynch, 1960, pages 83-84)

However, the scale you apply to the elements should reflect their relative importance in context specifically as observed (seen) in the field (survey). Given the five elements, there will be a total of ten(10) paired comparisons of the elements. Please briefly explain the reason for the scale used with your response.

Please place a checkmark (✓) to indicate within a pair which element is more important or dominant than the other, and indicate the degree of importance. For example, in a comparison of the pair, paths-edges:

		Equally Important	Moderately More Important	Strongly More Important	Very Strongly More Important	Extremely More Important
<div style="display: flex; align-items: center;"> <div style="border-bottom: 3px double black; width: 20px; margin-right: 5px;"></div> <div style="margin-right: 10px;">Paths</div> </div> <div style="margin: 5px 0;">or</div> <div style="display: flex; align-items: center;"> <div style="width: 15px; height: 15px; background-color: gray; margin-right: 5px;"></div> <div>Edges</div> </div>	<div style="display: flex; align-items: center;"> <div style="width: 20px; height: 20px; border: 1px solid black; margin-right: 5px;"></div> <div style="text-align: center;">✓</div> </div>	_____	_____	_____	_____	_____

This example indicates that paths are strongly more important than edges in an assessment of the imageability.



Comments: Rationale for this assessment is given with reference to the characteristics of paths or edges as observed (seen) in the field (survey).

Please note the slots provided between the five point scale of importance so that the intermediate values between two adjacent judgments can be indicated also.



For example, in a comparison of the pair, paths-nodes:

		Equally Important	Moderately More Important	Strongly More Important	Very Strongly More Important	Extremely More Important
<div style="display: flex; align-items: center;"> <div style="border-bottom: 3px double black; width: 20px; margin-right: 5px;"></div> <div style="margin-right: 10px;">Paths</div> </div> <div style="margin: 5px 0;">or</div> <div style="display: flex; align-items: center;"> <div style="width: 15px; height: 15px; background-color: gray; border-radius: 50%; margin-right: 5px;"></div> <div>Nodes</div> </div>	_____	_____	_____	✓	_____	_____



In this comparison, nodes are given more importance than paths (note the location of the checkmark), and the scale of relative importance reflects a 'compromise', checkmarked in a slot between 'moderately more important' and 'strongly more important'.

		Equally Important	Moderately More Important	Strongly More Important	Very Strongly More Important	Extremely More Important
1.	 Paths	_____	_____	_____	_____	_____
	or	_____	_____	_____	_____	_____
	 Edges	_____	_____	_____	_____	_____



Comments: _____

		Equally Important	Moderately More Important	Strongly More Important	Very Strongly More Important	Extremely More Important
2.	 Paths	_____	_____	_____	_____	_____
	or	_____	_____	_____	_____	_____
	 Districts	_____	_____	_____	_____	_____



Comments: _____

		Equally Important	Moderately More Important	Strongly More Important	Very Strongly More Important	Extremely More Important
3.	 Paths	_____	_____	_____	_____	_____
	or	_____	_____	_____	_____	_____
	 Nodes	_____	_____	_____	_____	_____



Comments: _____

		Equally Important	Moderately More Important	Strongly More Important	Very Strongly More Important	Extremely More Important
4.	 Paths	_____	_____	_____	_____	_____
	or	_____	_____	_____	_____	_____
	 Landmarks	_____	_____	_____	_____	_____



Comments: _____

		Equally Important	Moderately More Important	Strongly More Important	Very Strongly More Important	Extremely More Important
5.	 Edges	_____	_____	_____	_____	_____
	or	_____	_____	_____	_____	_____
	 Districts	_____	_____	_____	_____	_____



Comments: _____

		Equally Important	Moderately More Important	Strongly More Important	Very Strongly More Important	Extremely More Important
6.	 Edges	_____	_____	_____	_____	_____
	or	_____	_____	_____	_____	_____
	 Nodes	_____	_____	_____	_____	_____



Comments: _____

		Equally Important	Moderately More Important	Strongly More Important	Very Strongly More Important	Extremely More Important
7.	 Edges	_____	_____	_____	_____	_____
	or	_____	_____	_____	_____	_____
	 Landmarks	_____	_____	_____	_____	_____

Comments: _____

		Equally Important	Moderately More Important	Strongly More Important	Very Strongly More Important	Extremely More Important
8.	 Districts	_____	_____	_____	_____	_____
	or	_____	_____	_____	_____	_____
	 Nodes	_____	_____	_____	_____	_____

Comments: _____

		Equally Important	Moderately More Important	Strongly More Important	Very Strongly More Important	Extremely More Important
9.	 Districts	_____	_____	_____	_____	_____
	or	_____	_____	_____	_____	_____
	 Landmarks	_____	_____	_____	_____	_____

Comments: _____

10	●	Nodes	_____	_____	_____	_____	_____	_____	_____	_____
	▲	Landmarks	_____	_____	_____	_____	_____	_____	_____	_____

Comments: _____
