



The College of Graduate Studies and the College of Engineering Cordially Invite You to a

Master Thesis Defense

Entitled

*EXPLORING CONSCIOUS AND UNCONSCIOUS EMOTIONAL
AFFORDANCES OF TRADITIONAL VERSUS INTERNATIONAL
ARCHITECTURAL STYLES*

by

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Date & Venue

11:00 AM

Thursday, 19 November 2020

Meeting Link

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Abstract

This thesis is concerned with investigating the effect of contemporary architectural styles on the human emotion both conscious and unconscious. In particular, it looks at the traditional visual context versus the international visual context within the built environment. UAE is one of the countries that has applied little restrictions on the adoption of the architectural styles, the case that makes it an appropriate place to conduct this kind of studies. The main aim of this thesis is to investigate the emotional affordance of a number of participants when they observe a visual context of a 'Brand Image' and compare it with another visual context of 'Foreign Image' selected from the same city of Dubai. Two methods used to examine the emotional quality of the studied visual built environment; the first one is physiological method that depends on EMOTIV algorithm which translates the electrical waves extracted from the brain cortex into six brain performance metrics. These metrics include: Stress; Engagement; Interest; Focus; Excitement; Relaxation. The second method depends on the participants' direct self-reporting about their general preference. A sample of 29 subjects of laypeople participated in this study, including locals and nonlocals (aged 19-45) selected from the city of Al Ain and other cities from Northern Emirates. The results showed that traditional built environments provide the observers with better emotional quality than the modern ones. The findings of this study contribute to the emotional studies in the field of meaning in architecture. It also validates the effectiveness of the physiological method to investigate the architectural styles. The outcomes of this thesis supported that design new buildings based on local traditional architecture is meaningful and contributes to the wellbeing of the local society.

Keywords: contemporary architecture, emotional quality, EMOTIV, EPOC+, EEG.