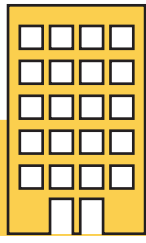


Using the Online Platform to Improve the Neighbourhood Identity of Apartment Dwellers

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Introduction

Research Question

How to improve the relationship between neighbours in an apartment?

Purpose of this Research

This research will explore the possibility of building an online community for the apartment users and examine the feasibility of the online social network.

Background

- The rapid growth of a city comes with the increasing requirement of t apartments. The new apartments have been built in the most populous cities and primarily near inner-city areas or close to transport infrastructure. (Shoory, 2016)
- The high residential mobility of apartment community leads to the gap among neighbours and the high density building environment will change people's social behaviour.

Design Opportunities

- Neighbourhood identity originates less from the physical built environment and more from the transitory meaning that residents derive from the place-based interactions with their friends and peers. (Foth, 2004)
- The scope of identifying community assets needs to be broadened to focus more on informal and intangible networks of interpersonal relationships of residents. environment will change people's social behaviour. (Foth, 2004)

Target Participants

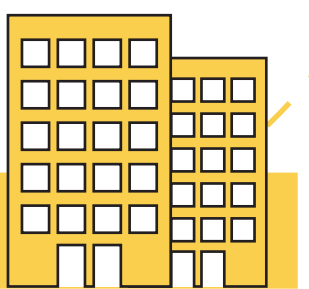
Our team analysed apartment dwellers and found there are four main kinds of target user which are:

- The elderly
- Student (especially international students and university students)
- Immigrants
- Young adults

Method

Our team conducted a survey in Brisbane. We spread out questionnaire to our target audience to collect the data.

Progress



The Result of the Survey:

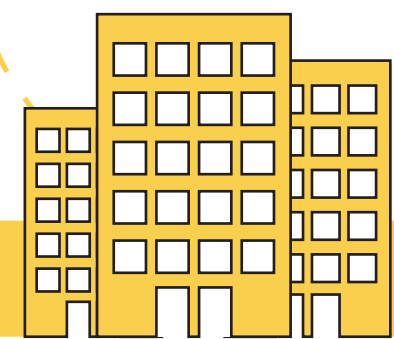
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47.4% people may ask their neighbours for help.

52.6% people do not know their neighbours by name.

63.2% people are willing to share items with their neighbours.

52.6% people are willing to share information with their neighbours.



Findings

The relationship between neighbours in an apartment is icy.

The low frequency of coming across each other is one of the reasons for this insight. According to the survey, few of the participate come across their neighbour more than twice a day. Nearly half of them do not come across their neighbour even once a day. In spite of this, the survey shows that 45% of them know at least one neighbour's name. It implies that if there is a chance, the conversation between neighbours is possible.

People are more willing to share items than information with neighbours.

The result shows that there are more than 66.7% people are willing to share items with neighbours, however, only 50% of them are willing to share information. From the feedback of those who say no for either sharing items or sharing information, our team finds the primary reason is that they do not know each other. Knowing each other is an important start for the further communication.

Apartment dwellers prefer to seek help from their friends or building manager rather than their neighbour nearby.

Someone said it is about privacy and another one mentioned that it is awkward. People do not want to bother others who are not closed to. If they do ask help from neighbours, it sounds that they will owe their neighbours.

Summing Up

The growth of the number of the apartments is happening in most of the capital cities around the world. The high-density living environment with various of background people may somewhat enlarge the gap between people. From the survey, we can find that the apartment community is unhealthy currently. Neighbours are seldom communicating with each other, even though their front doors are just 1 meter away. Building an online social network may be one of the possible solutions for improving the neighbourhood identity and inclusion. To start to connect to people with each other, sharing is one of the good points. The limitation of this research is that the prototype is still under construction. We cannot get any further feedback of the launch of this product. As a result, in the next stage, we will keep finishing our prototype and try to conduct a field study. After the prototype is launched, there should be more convincing feedback and evidence to support our idea.

Conclusion



Acknowledgements

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Reference

Shoory, M. 2016. The Growth of Apartment Construction in Australia. RBA Bulletin, 19-26.

Foth, M. 2004. Designing networks for sustainable neighbourhoods: A case study of a student apartment complex. In Community Informatics Research Network 2004 Colloquium and Conference Proceedings, Vol. 1. Centre for Community Networking Research. 161-172