Graduate Studies

Privacy Perceptions Transformation in Cairo’s home designs
A Case Study: Gated Communities

A Thesis Submitted by
Yasmine Esmat

To the
Graduate Program of Architecture

07.02.2023

in partial fulfillment of the requirements for the degree of
Master of Science in Architecture

Under the Supervision of

Dr. Basil Kamel, Thesis Advisor, Chair
and Professor of Architecture

Dr. Hanan Sabae, Thesis Co-Advisor, Associate Professor of
Anthropology and Editor-in-Chief of Cairo Papers in Social Science
Declaration of Authorship

I, Yasmine Esmat, declare that this thesis titled “[Privacy Perceptions Transformation in Cairo’s home designs: A Case Study, Gated Communities]” and the work presented in it are my own. I confirm that:

- This work was done wholly or mainly while in candidature for a research degree at this University.
- Where any part of this thesis has previously been submitted for a degree or any other qualification at this University or any other institution, this has been clearly stated.
- Where I have consulted the published work of others, this is always clearly attributed.
- Where I have quoted from the work of others, the source is always given. With the exception of such quotations, this thesis is entirely my own work.
- I have acknowledged all main sources of help.
- Where the thesis is based on work done by myself jointly with others, I have made clear exactly what was done by others and what I have contributed myself.

Signed:

Yasmine Esmat

Date:

07.02.2023
Abstract
The infrastructure of gated communities in Egypt’s New Cairo and 6th of October cities have become the new normal. The streets bordered by fences, walls, and the occasional gate, formed when two or more gated communities face each other, dominate the urban landscape today (Kostenwein, 2021). Nowadays, it is highly common to see billboards advertising new gated communities everywhere on the roads and bridges. Gated communities offer various privileges, and one of them is privacy. Taking Cairo city with its several gated communities as a case study, the research focuses on the transformation of privacy perception for Cairo’s home designs and examine how it is related to the aspiration of living in the current modern era. Target users are residents of an upper middle/upper social class, who moved from an apartment in the middle of the city to those gated communities in the outskirts of Cairo. How people define and value privacy is an ever-changing perception due to several factors such as the infiltration of capitalism, the effect of regulations and practices, and the desire to live in this modern lifestyle. This transformation of privacy is also reflected in the architecture of the new-gated communities in New Cairo, which includes certain constellations in relation to specific discourses, materials, forms, behaviors, and settings. All this information led to comprehending how privacy has transformed in the Egyptian society and understand the dimensions of privacy in gated communities in the outskirts of central Cairo. At the end, the research aims to tackle how people’s perception regarding privacy may have changed or has been adapted to this new western model of living in the hope of moving to a place which is less crowded, trendy, with high quality of living, and a modern look. It proceeds with the core question “Did people’s privacy perception change in relation to moving to their current home for the aspiration to be modern? How and why? “ A mixed method approach was adopted across four gated communities: Palm Hills, Sodic, Mountain View and New Giza. A digital survey (n = 208) was designed to gather quantitative data regarding the “what” and “how” of privacy perceptions and elements, then it was followed by in-depth semi-structured interviews (n = 31) to collect qualitative data concerning the “why’s”. Questions in the survey and the interviews were driven by three main themes: 1) factors affecting residents’ privacy perceptions in their previous home vs. their current home, 2) behavioral implications of residents in both homes and 3) Needs and expectations of home privacy. Key questions addressed the reasons for choosing the gated community and the unit type of the interlocuter, privacy importance, privacy satisfaction in both homes, privacy strategies used to adjust the privacy levels if it was lacking and lastly privacy concepts in relation to architectural modernity. Results revealed how privacy was perceived in both homes, how social and physical factors affected that change of perception and what people needed to feel privacy. Concluding themes showed that developers are selling a dream home with a void idea of privacy due to economic factors affecting the physical design of privacy in home designs. This caused a matter of prioritization, the creation of new dichotomies and new tolerance to
privacy, leading to a change in privacy perceptions. At the end, this adjusting paradigm has produced different vocabularies, understandings, and boundaries that can be used as an entry point by designers and architects in their designs and planning of new gated communities taking stock of how the potential residents constitute privacy.

**Keywords:** privacy, perceptions, modernity, aspiration, gated communities, socio-cultural norms, physical setting, social setting, behavioral implications, home designs, privacy strategies.
Acknowledgements

Words cannot express my gratitude to everyone who has contributed to this research, only some of whom can be mentioned here. Therefore, I would like to extend my sincere appreciation to all the wonderful people who supported me emotionally and academically throughout this journey.

I would like to express my deepest appreciation to my advisor, Dr. Basil, for his invaluable guidance, patience, and feedback. Also, I could not have undertaken this journey without my co-advisor Dr. Hanan Sabea, who generously provided knowledge and expertise. Additionally, this endeavor would not have been possible without the generous support from both.

I am also grateful to my classmates and friends, especially those who helped me with the interviews and survey, for their patience in doing my repeated survey and making their friends redo it. Thanks, should also go to my courses professors who impacted and inspired me.

Lastly, I would be remiss in not mentioning my family, especially my parents, sisters, and cousins. Their belief in me has kept my spirits and motivation high during this process. Thank you for late-night emotional and motivational care. I would also like to thank my cat for all the entertainment and emotional support.
Contents

Declaration of Authorship .......................................................................................................................... 1
Abstract ........................................................................................................................................................... 2
Acknowledgements ...................................................................................................................................... 4
List of Figures ................................................................................................................................................ 9
List of Abbreviations ................................................................................................................................. 10
List of Tables ............................................................................................................................................... 11
List of Charts ............................................................................................................................................... 11

Chapter 1 ....................................................................................................................................................... 14
  Introduction ...................................................................................................................................... 14
  1.1 Gated communities: a dream home or a capitalist project? ..................................................... 14
  1.2 Questioning the motives behind gated communities .............................................................. 15
  1.3 Research Observations .............................................................................................. 16
  1.4 Research Questions .............................................................................................. 22
  1.5 Aims and objectives .............................................................................................. 22
  1.6 Research methodology .............................................................................................. 23

Chapter 2 ....................................................................................................................................................... 24
  Literature Review ............................................................................................................................. 24
  2.1 Privacy ......................................................................................................................... 24
     2.1.1 Privacy Definitions ......................................................................................... 24
     2.1.2 Privacy Theories ...................................................................................... 25
        2.1.2.1 Westin’s privacy theory .................................................................... 26
        2.1.2.2 Altman’s privacy theory .................................................................. 27
     2.1.3 Privacy Functions .............................................................................................. 28
  2.2 Privacy in Architecture ......................................................................................................... 30
     2.2.1 Factors affecting privacy: .................................................................................. 30
     2.2.2 Regulation Mechanisms .................................................................................. 34
     2.2.3 Privacy and the environment .......................................................................... 36
     2.2.4 Privacy and modernity concepts ........................................................................ 37
2.2.5 Architectural Privacy transformation in history ........................................ 39
2.2.6 Architectural Privacy examples ................................................................. 40
  2.2.6.1 Physical factors affecting a home’s social privacy perception: ....... 40
  2.2.6.2 Prioritizing privacy in a home over “the look” ......................... 42
  2.2.6.3 Balance of privacy with aesthetics ................................................. 43
2.3 Conclusion ........................................................................................................ 44

Chapter 3 ................................................................................................................. 46
Methodology ......................................................................................................... 46
  3.1 Working Hypothesis .................................................................................. 46
  3.2 Research framework ................................................................................ 46
  3.3 Research questions derivation ................................................................. 47
  3.4 Research approach .................................................................................. 49
  3.5 Research Design ..................................................................................... 50
    3.5.1 Quantitative level ........................................................................... 51
    3.5.2 Qualitative level ............................................................................. 52
      3.5.2.1 Observational checklist and data collections .................... 52
      3.5.2.2 Tools and tactics ................................................................. 54
  3.6 Sampling ..................................................................................................... 55
  3.7 Data analysis techniques ........................................................................ 56
    3.7.1 Factor analysis ............................................................................... 57
    3.7.2 Thematic analysis .......................................................................... 57
    3.7.3 Comparison evaluation .............................................................. 58
    3.7.4 Cognitive mapping ....................................................................... 58
    3.7.5 Triangulation of data .................................................................. 58

Chapter 4 ................................................................................................................. 59
Analysis and Results .......................................................................................... 59
Privacy Transformation Reality .......................................................................... 59
  4.1 Introduction .............................................................................................. 59
  4.2 Demographics and background ............................................................... 60
  4.3 Privacy importance ................................................................................... 62
    4.3.1 Survey results: (Gender as a factor) ........................................... 62
    4.3.2 Interviews results ........................................................................ 62
  4.4 Privacy definitions .................................................................................... 65
  4.5 Privacy satisfaction level ........................................................................ 66
    4.5.1 Survey results ................................................................................ 66
    4.5.2 Interview results ........................................................................... 67
      4.5.2.1 Current home physical setting: ......................................... 67
      4.5.2.2 Current home social setting: ........................................... 69
      4.5.2.3 Culture as a factor affecting privacy perceptions: .......... 70
      4.5.2.4 Age as a factor................................................................. 70
4.5.2.5 Gender as a factor: ................................................................. 71
4.6 Reasons for choosing a gated community ........................................... 72
  4.6.1 Previous home Physical setting: ............................................. 73
  4.6.2 Previous home social setting: .................................................. 73
4.7 Reasons for choosing the unit type ..................................................... 74
4.8 Behavioral implications of the home privacy level ................................ 75
  4.8.1 Interviews results: ................................................................... 75
    4.8.1.1 Previous home ................................................................. 75
    4.8.1.2 Current home: ............................................................... 77
  4.8.2 Survey results: ........................................................................ 80
    4.8.2.1 Privacy strategies usage: .................................................. 80
    4.8.2.2 Behavior in relation to privacy levels: .............................. 82
4.9 Privacy and modernity concepts ....................................................... 85
  4.9.1 To be modern is to be more/less private: ..................................... 87
  4.9.2 Modern Home Design in relation to privacy: ............................... 88
4.10 Privacy elements in relation to modernity concepts ............................ 89
  4.10.1 Windows: ............................................................................. 89
  4.10.2 Fences: .................................................................................. 90
  4.10.3 Garden or Courtyard: ............................................................. 91
  4.10.4 Mashrabiyya function ............................................................ 92
4.11 Transformation of privacy perceptions ............................................. 93
  4.11.1 “Yes, it changed” perception: .................................................. 93
    4.11.1.1 Based on the physical and social setting: ......................... 94
    4.11.1.2 Based on the acoustic and visual privacy: ....................... 94
    4.11.1.3 Based on the social setting .............................................. 95
    4.11.1.4 Based on the personality ................................................ 96
  4.11.2 “No, it did not change” perceptions: ......................................... 96
4.12 Conclusion .................................................................................... 97

Chapter 5 ........................................................................................................ 99
Discussion ......................................................................................................... 99
Home privacy needs and expectations .......................................................... 99
  5.1 Social needs .................................................................................. 99
  5.2 Physical needs .............................................................................. 100
    5.2.1 Fixed design elements .......................................................... 100
      5.2.1.1 Accessibility ..................................................................... 100
      5.2.1.2 Proximity ......................................................................... 101
      5.2.1.3 Visibility .......................................................................... 102
      5.2.1.4 Vocals ............................................................................. 103
    5.2.2 Adjustable/controllable privacy strategies .................................... 104
      5.2.2.1 Accessibility and Proximity ............................................ 105
      5.2.2.2 Visibility and Vocals ...................................................... 105
Chapter 6

6.1 Concluding themes

6.1.1 Selling a dream home (a void idea of privacy):

6.1.2 Creation of new dichotomies and tolerance to privacy:

6.1.3 A matter of prioritization: a change of privacy perception:

6.1.4 Economic Factors affecting the physical design of privacy in home designs:

6.1.5 Factors affecting the change of social context:

6.2 Conclusion

6.3 Limitations and Challenges

6.4 Future Studies

6.4.1 More layers of home privacy:

6.4.2 Developers’ privacy perspectives:

References

Appendix A

Interviews questions

Appendix B

Interviews tables

Appendix C

Survey charts

Demographics and background

People’s home privacy satisfaction

Comparison of privacy in areas of both homes

Desired privacy Vs Achieved privacy.

Behavior in relation to privacy levels

Privacy strategies usage

Survey individual responses analysis
List of Figures

Figure 1 - Palm Hills Twin Villas (Source: Palm Hills Website) .......................................................... 17
Figure 2 - Sodic Twin villas advertisement on their website (Source: Sodic Website) .......................... 17
Figure 3 - Allegria’s stand-alone villa with glass elevation (Source: Property Finder website) .... 17
Figure 4 - Sodic’s Facebook post for their new phase V residences .................................................. 18
Figure 5 - New Giza Facebook post for their new compound ............................................................ 19
Figure 6 - Orascom development's new compound ad. post on Facebook ........................................ 19
Figure 7 - A screenshot of Mountain View’s page on YouTube showing the scene of the bubbles while bursting ......................................................................................................................... 20
Figure 8 - A collage of different gated communities on Cairo’s streets and bridges ......................... 20
Figure 9 - Mountain View’s Facebook post celebrating their silver award from Epica awards .... 21
Figure 10 - Privacy definitions summary (Nouri, 2015) .................................................................. 25
Figure 11 - Illustration of privacy types (Al-Kodmany, 2000) ............................................................ 26
Figure 12 - The timeline of major privacy theories (Nouri, 2015) ...................................................... 27
Figure 13 - Illustration showing the relationship between desired and achieved privacy levels (Source: researcher) ................................................................................................................ 28
Figure 14 - Summary of privacy functions in the literature (Nouri, 2015) .......................................... 29
Figure 15 - Site plan considerations for visual privacy (Al-Kodmany, 2000) ................................... 31
Figure 16 - Architectural detail considerations for visual privacy (Al-Kodmany, 2000) ............... 32
Figure 17 - Maximizing privacy considerations with no direct neighbor contact (Touman, 2017) .. 32
Figure 18 - Gradient of architectural Privacy (Georgiou, 2006) .......................................................... 34
Figure 19 - Theoretical framework of privacy regulation mechanism (Nouri, 2015) ......................... 35
Figure 20 - Integrated system of privacy regulation mechanism (Nouri, 2015) ............................... 36
Figure 21 - Relations between person’s interpersonal boundaries, his behavioral mechanisms, and the supportive environment of the space (Witte, 2003) .............................................................. 37
Figure 22 - The presence of an automobile to symbolize modernity (Islami, 2012) ....................... 38
Figure 23 - Outer elevation of a building preferred by Loose with small windows (Islami, 2012) .... 39
Figure 24 - Plan of villa of Muhammed Sadeq in Hilmiyya (Asfour, 1993) ...................................... 40
Figure 25 - Detail of villa showing a mashrabiyya over the terrace balustrade (Asfour, 1991) ....... 41
Figure 26 - House facade in Hilmiyya neighborhood in Cairo showing one version of the equilibrium (Asfour, 1993) ........................................................................................................ 42
Figure 27 - The courtyard in Mit Rehan contemporary Villa (Source: rastorfer, 1985) ................. 43
Figure 28 - Northern Façade (Asfour, 1991) .................................................................................... 44
Figure 29 - Southern façade (Asfour, 1991) ..................................................................................... 44
Figure 30 - Literature review summary (Source: Researcher) ......................................................... 44
Figure 31 - Modernized Villa design with screen (image source: milli.vn) .................................... 114
Figure 32 - Villa design with modern design screen (image source: wbhomes.com.au) .............. 114
<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A-S-#</td>
<td>Apartment – Sodic – Number</td>
</tr>
<tr>
<td>A-NG-#</td>
<td>Apartment – New Giza – Number</td>
</tr>
<tr>
<td>AV-S-#</td>
<td>Attached Villas – Sodic – Number</td>
</tr>
<tr>
<td>AV-PH-#</td>
<td>Attached Villas – Palm Hills – Number</td>
</tr>
<tr>
<td>AV-MV-#</td>
<td>Attached Villas – Mountain View – Number</td>
</tr>
<tr>
<td>AV-NG-#</td>
<td>Attached Villas – New Giza – Number</td>
</tr>
<tr>
<td>SV-S-#</td>
<td>Stand-alone Villas – Sodic – Number</td>
</tr>
<tr>
<td>SV-PH-#</td>
<td>Stand-alone Villas – Palm Hills – Number</td>
</tr>
<tr>
<td>SV-MV-#</td>
<td>Stand-alone Villas – Mountain View – Number</td>
</tr>
</tbody>
</table>
List of Tables

Table 1- Summarizing factors affecting privacy regarding the personality, social and physical settings. ................................................................. 53
Table 2- Showing behavioral implications of the privacy in home design ................................................................. 53
Table 3- Showing privacy functions. ......................................................................................................................... 54
Table 4 - Interviewees mention the reasons for moving to a gated community in the interviews. ..................................................................................................................................................................... 64
Table 5 - Interviewees mention the reasons for moving to a gated community in the interviews. ..................................................................................................................................................................... 72
Table 6 - Shows the percentage of elements used in previous and current homes to enhance privacy ................................................................. 81
Table 7 – Privacy importance in the balcony/garden percentages ......................................................................................... 83
Table 8 - Shows people agreement scale with some concepts relating modernity to privacy ......................................................................................... 86
Table 9 - Showing description of the interlocuters interviewed ..................................................................................................................................................................... 121
Table 10 - Showing how interviewees mentioned different privacy functions in their conversations..................................................................................................................................................................... 123
Table 11 - Showing behavior affected due to privacy concerns percentage for both homes ................................................................. 133
Table 12 - Violations experiences percentages in both homes ..................................................................................................................................................................... 133
Table 13 - Privacy satisfaction in semipublic areas ......................................................................................................................... 135
Table 14 - Comparing privacy in different areas between both homes ..................................................................................................................................................................... 137
Table 15 -Weighted average of privacy concerns affecting balcony usage frequency in both homes ..................................................................................................................................................................... 141
Table 16 – Privacy importance in the balcony/garden percentages ..................................................................................................................................................................... 143
Table 17 - Shows the percentage of elements used in previous and current homes to enhance privacy ..................................................................................................................................................................... 146

List of Charts

Chart 1 - Bar chart showing current home of people answered the survey ..................................................................................................................................................................... 61
Chart 2 - Bar chart showing people’s current home type ..................................................................................................................................................................... 61
Chart 3 - Pie chart showing percentages of unit types of the interviewees ..................................................................................................................................................................... 61
Chart 4 - Keywords mentioned by interlocuters to explain why the see privacy to be important ..................................................................................................................................................................... 63
Chart 5 - Privacy functions as expressed by interlocuters ..................................................................................................................................................................... 64
Chart 6 - Privacy satisfaction weighted average in both homes ..................................................................................................................................................................... 67
Chart 7 - Bar chart showing reasons for choosing a gated community ..................................................................................................................................................................... 73
Chart 8 - Current home reasons for using these elements ..................................................................................................................................................................... 81
Chart 9 - Previous home reasons for using these elements ..................................................................................................................................................................... 81
Chart 10 - Privacy importance in the garden/balcony percentages ..................................................................................................................................................................... 82
Chart 11 – Showing how people feel about using their garden if being observed ..................................................................................................................................................................... 84
Chart 12 - Showing how people feel about using their garden if being observed in relation to unit type as a factor ..................................................................................................................................................................... 84
Chart 13 - Showing how people feel about using their garden if being observed in relation to age as a factor ..................................................................................................................................................................... 85
Chart 14 - Showing how people feel about using their garden if being observed in relation to
Chart 55 - Showing how people feel about using their garden if being observed in relation to gender as a factor ................................................................. 145
Chart 56 - Illustration of table 17 graphically ..................................................................................................................... 147
Chart 57 - Previous home reasons for using these elements ......................................................................................... 148
Chart 58 - Current home reasons for using these elements ......................................................................................... 148
Chart 59 - Fence height preferences ............................................................................................................ 149
Chart 60 - Windows preferences .................................................................................................................... 149
Chart 61 - Showing Modernity and privacy relationship ............................................................................ 150
Chart 62 - Showing if there was a change of privacy perception ............................................................................ 150
Chart 63 - Showing if people believe that modernization has caused privacy to be sacrificed in the process ............................................................................ 150
Chart 64 - Mashrabiyya preferences ................................................................................................................... 151
Chart 65 - Mashrabiyya in a modern way preference ......................................................................................... 151
Chart 66 - Courtyard or garden preference ........................................................................................................... 151
Chapter 1
Introduction

1.1 Gated communities: a dream home or a capitalist project?

“…. The environment is not fixed. It is changing, and this change is gradual depending on other changes” (Akbar, 1988). Since the material infrastructure of the physical environment is always changing due to technological advancements, so is the immaterial infrastructure of the socio-cultural concepts of Egyptian citizenship. Privacy in home designs has affected material and immaterial infrastructure of residential units. These changes can be traced in gated communities being built on the outskirts of central Cairo. Gated communities have become an integral part of the infrastructure of the Egyptian architecture, to the extent that living in a gated community has become the dream for many of those who can afford it and others who aspire to the possibility of affording it. In Egypt, the phenomenon of gated communities appeared in 1980s because of socio-cultural and economic changes related to globalization and economic restructuring (Denis, 2006). Additionally, gated communities can be considered as the dream home trend for upper and upper middle-class citizens nowadays. However, while looking at what these gated communities have to offer, such as privacy, security, and everyday services, the research focuses on privacy and explore if it is really part of what gated communities have to offer, specifically in relation to redefining infrastructure of residential privacy. Unfortunately, contemporary architecture in general, and housing, do not offer such measures to achieve a reasonable degree of privacy (Touman, 2017). The concept of privacy in home design can be considered a crucial factor in the Egyptian society throughout its history, as it is discussed later in the thesis, however its definition seems to have changed with the change of the environment and the architecture (for the aspiration to be modern). Through the historical process of architectural change that reached modernity, boundaries began to shift and change character, disrupting the older relationships between inside and outside, public, and private, essence and appearance. This affected the concept of privacy and its manifestation in architectural production (Islami, 2012). This is visible in today’s architectural production in the gated communities spreading in greater Cairo such as Sodic, Mountain View, Palm Hills, New Giza and many more.

While there are significant differences between western and eastern cultures, privacy was still mentioned in an article about a gated community called Lamacchia realty located in Massachusetts and Rhode Island. One of the benefits being sold by the developers of living in gated communities is the notion of privacy, where shared facilities are restricted to community members only. This shows that a gated community is an ideal situation for the ultimate privacy, as it does not have the usual crowd and traffic found in the city. Many high-profile individuals select gated communities for this reason. A person can rely on having their privacy in one of these communities, whether it is for their wellbeing, safety,
or just personal preference (Admin, 2022). Our own Egyptian developers such as New Giza marketed for their units as quoted from their website:

“**Comfort**, mental and physical health, happiness, and contentment, and all **basic to luxurious needs** were the **base consideration** of every component. **Leaving the stress of the city behind**, without venturing too far away from its lively vibrant center, NEWGIZA offers the best of all worlds.”

While their marketing strategy uses words such as “comfort” and “basic to luxurious needs,” the gated community itself might not be designed to include all these facilities. This is what the research is addressing. It investigates if what is being sold is found in the design of these new cities and explore if privacy is part of the social imaginary of living in a gated community. To do this, certain questions must be posed, including: what is privacy in the first place? What are the factors that affect the need for privacy in a certain home? How do people perceive privacy in their own home? How do residents of high and middle class define and give meaning to privacy? This is explored through discussing the emergence of the concept of privacy as part of Egyptian society’s aspirations to live a modern lifestyle by focusing on gated communities as a case study. The thesis also sheds light on privacy in Cairo’s gated residential communities with reference to the socio-cultural aspects and architectural design elements affecting home design.

### 1.2 Questioning the motives behind gated communities

What is the reason behind people buying these houses? The research problem addresses this question by investigating how real estate developers are selling several aspects to buyers, one of which is the notion of privacy, as part of the assets of gated communities. This is shown in figures 4, 5, 6, and 7 below. The reality is that it is an actual nostalgia rather than an actual feed in design, it acts as a myth rather than unfounded claim in practice. Nonetheless, people seem to have a contradiction between what they believe privacy is and what they do to make their home private. The claim today would be that we are entering an age in which privacy in any sense of the term will be fundamentally altered: an age when the extent of the monitored and the reach of searchable is far greater than we have ever known. We can choose to let this change occur, or we can choose to do something in response (Lessig, 1998). Lessig refers to ‘being monitored’ which can also be related to living under the control of societies. Living in a gated community can resemble living under a state of control, where everything is controlled in the home you choose to buy in this community. There are rules applied and restrictions applied that limit architectural changes in the physical elements of the unit, and some of these restrictions limit the ability of the inhabitant to control the level of privacy of his/her home. I also claim that one of the reasons people sought to leave their crowded apartment buildings in the dense Cairo streets is to get away from the monitoring of society surrounding them. Ironically, they went and bought another form of control and monitoring. For instance, I work at a developer company which refuses to give approvals to clients wanting to build high greenery fences. The client has expressed the need for growing his greenery fence to
have privacy in his own home, but still the denies his request to abide by “the general aesthetics of the compound.”

In his “Postscript on the Societies of Control,” Gilles Deleuze articulates the way in which we are/were moving from what Michel Foucault described as a Disciplinary Society and toward a Society of Control. An important aspect of the society of control is that we are allowed to do “whatever we want.” It presents itself as a kind of freedom. No longer restrained by enclosed structures, we can now create our own spaces that resemble schools and workplaces from the comfort of our own home. We can pursue an online education in our time, or work from home in our private spaces. This seems like freedom, but we should notice how it diffuses “responsibility” throughout life. Perhaps it is nice to work from home, but now we are expected to be responsive to the demands of work even when we are away from the office. Therefore, there is no privacy regarding the immaterial boundary of your time. This is relevant to one definition of privacy that Gifford (1987) stated; it is a process of optimizing social interaction and information transfer. According to Newell (1995), privacy is defined as "a voluntary and temporary condition of separation from the public domain". Moreover, Laufer, Proshansky, and Wolfe (1973) stated that the three main aspects of privacy are: 1) Freedom of choice, 2) Control over access (of others to behavior and thoughts), 3) Control over stimulation from the environment (socially or physically). Thus, the society of control is contradicting itself by giving the illusion of freedom when it is restricting it. This separation of social and private is pinpointed by Nathan Witte in his thesis on Privacy: “Within architecture discourse, privacy is seen as something to be provided or withheld.” The most classic example is that of a common two-storey residence with social spaces (living room, kitchen, and dining room) on the ground floor and private spaces (bedrooms) on the first floor (Witte, 2003). While this approach is frequently applied in contemporary architectural practice as a prerequisite, recently built examples suggest that it might not reflect the current needs of certain social groups or people. There is evidence that the division of public and private starts to disintegrate (Georgiou, 2006). Both technology and modern society have transformed space into a permeable structure, often merging public and private at distinct levels. Commenting on the private house, Terence Riley suggests that “the cultural definition of the private house is undergoing a great change, a transformation fueled by enormous new technical and material resources” (Riley, 1999).

1.3 Research Observations

When I communicated with multiple users and developers, there were some interesting observations I received. Firstly, in Palm Hills (figure 1), focus was on the lack of acoustic privacy in their twin houses private gardens. You can hear people talking in the garden next to you unless you have solid barriers that might decrease the sound a bit. Moreover, the models designed by the designer Architectonica for the developer Sodic, shown in (figure 3), had problems in sales at Allegria, the compound. The unit type with glass windows on the main façade was not accepted by the buyers because of the privacy issue.
It is considered socially unacceptable in our culture, as anyone can see the inside clearly during the day due to the sunlight and during the night when the lights are on. However, this would sell nicely outside Egypt. The idea of having the main elevation to be glass negates the idea of having privacy, seclusion, or solitude.

Figure 1 - Palm Hills Twin Villas (Source: Palm Hills Website)

Figure 2 - Sodic Twin villas advertisement on their website (Source: Sodic Website)

Figure 3 - Allegria's stand-alone villa with glass elevation (Source: Property Finder website)
Also, there is no visual or acoustic privacy while sitting in your own garden in Sodic twin houses, and this is a photo (figure 2) from their website selling their twin houses. They are promoting the idea of no fences between you and your neighbor which is a western/coastal idea, not one for a private home in Cairo. Also, in Sodic apartments, you can hear people clearly through the kitchen window, which also presents a lack of acoustic privacy inside your own home. This was what a friend said in the middle of a conversation while visiting her in her apartment at Sodic Courtyard. Moreover, on their Facebook page you can find their post marketing for their new “V residences” and using the phrase “private charms of tranquil suburban life” (figure 4) as a caption for their post.

Figure 4 - Sodic's Facebook post for their new phase V residences
Furthermore, for New Giza, you can find their Facebook post regarding their new phase also using “highest form of privacy and luxury” in their caption as part of the values sold to
their inhabitants (figure 5). Also, you can find an advertisement on Orascom Development’s Facebook page about their new-gated community Club Yard, using “Privacy you deserve” as a main key word for their marketing campaign (figure 6).

Moreover, the billboards and advertisements that are spread all over the streets and the bridges are beyond what anyone can imagine (figure 8). While passing on the 6th of October bridge, you cannot help but see all these advertisements about the new gated communities
in New Cairo city, which all have remarkably similar slogans of “the promise” of living in your “dream house” or living the “perfect relaxed life” in the compound. Also, the language used to address a certain class is interesting, where one poster is using the phrase “Live... the modern countryside life” which translates to “Own privacy in the heart of an integrated city.” These different motives emphasize how the advertisements targets different potential clients. This shows that the developers want to emphasize the concept of a dream home for everyone, to the extent that they started tailoring advertisements through the Arabic language for other social classes.

Additionally, Mountain View has just released its new advertisement. Ironically, it is promoting exactly all the luxuries offered by all the other compounds, however, it excludes living in a “bubble,” and it encourages people to burst the bubble they are living in by buying their dream home in Mountain View (figure 7). However, in that sense, any community with a fence can be considered a bubble. Despite all these contradictions, they received an award for their marketing campaign as shown in (figure 9). Everyone is talking about their intentions in buying one of these stand-alone villas in one of these compounds. But why is it a dream moving to a gated community? This is discussed later in this thesis.

Figure 9 - Mountain View’s Facebook post celebrating their silver award from Epica awards.
1.4 Research Questions

Based on these observations, the study focuses on the following issues as the main components of investigation of the research. The overarching question asks “Did people’s perception of privacy change in relation to moving to their current home? How and why?” And this question is followed by sub questions divided into 3 main themes:

1. Factors affecting their perception:
   - What are the social and physical factors affecting people’s perception of privacy in both homes?
   - Did the change of the social and physical settings affect people’s perception?
   - How do people define privacy perceptions in their home?
   - Is people’s desired privacy achieved in their new homes? How and why?

2. Behavioral implications to achieve privacy:
   - Are the residents behaving in a certain way regarding the privacy level in their home?
   - Is the privacy achieved creating specific community behavioral implications?
   - What are the social and physical strategies used to adjust privacy?

3. Home privacy needs and expectations:
   - What are people’s privacy needs in their home design? and why?
   - Are privacy perceptions transformations related to modern/current architectural designs?

1.5 Aims and objectives

The research aims to tackle how people’s perception regarding privacy may have changed or has been adapted to this new western design in the hope of moving to a place which is less crowded, trendy, with a high quality of living, and a modern look. Westin (1967) has showed in his article “Privacy and freedom” that diverse cultures show various views of privacy, gated communities design in Cairo are mostly inspired by design from other cultures, especially, western architecture. These designs do not correspond in practice with most of the Egyptian socio-cultural norms. Nonetheless, it seems that people are already buying homes in these gated communities, which offers an interesting paradox in practice.

Hence, this study aims to tackle the transformation of privacy perception for people who moved from their home in central Cairo to their current home in gated communities. This home in the gated communities acts as a case study with reference to the socio-cultural aspects and design elements affecting the home design. Since privacy is yet one of the basic needs in the Egyptian house design, thus, the main objective of the research is to:

1. Explore the privacy perceptions and needs of people in their home designs.
2. Understand the new adapted social and physical privacy concepts in the modern Egyptian home.
3. Generate awareness for designers, towards people’s desired privacy versus the actual achieved privacy in gated communities for a better design not just as a selling point.
1.6 Research methodology

The examination process of the study starts with exploring examples in the literature review regarding how privacy was fighting for its place in the architectural design of homes despite the western influence. Also, the modern and technological changes of architectural production is investigated, and some of it may be discovered through semi-structured interviews and surveys. The second method is a digital survey that attempts to understand the general social and cultural views of home privacy needs for people who live in gated communities. It also investigates people’s privacy satisfaction to assess its importance to them as a need or a want in their home design. It also displays the importance of the physical aspects that increase or decrease privacy consciously or unconsciously, then compare their perceptions in their current home to their previous home. This survey investigates people's own definition of privacy, how they feel about privacy in their home designs, and if moving to a gated community has transformed their privacy perceptions mentally and/or physically. The third investigation level is a qualitative approach that entails semi-structured interviews that understand in-depth concepts, the “why’s” of home privacy, how people deal with the physical and social elements present in the home design they chose in the gated community, and if any customization has been made to have more privacy or if it didn’t matter and why. This is investigated through a thematic comparison analysis of 3 themes: the first is “factors affecting people’s privacy perception in their previous home vs. their current home”, the second is “privacy regulations mechanisms in the previous vs. the current home,” and the third is “the needs and expectations of people’s home privacy.”
Chapter 2
Literature Review

2.1 Privacy

To find answers to the research questions, the study explores how privacy has been conceptualized in the literature review and then later in the results and analysis. Within the psychological, legal, and philosophical discourses, attention given to privacy has developed its existence as a legal right, its importance for human development, and its relationship to other social processes (Witte, 2003). Several studies have shown that privacy is of immense importance in Middle Eastern culture (For instance see: Vaziritabar’s (1990) research in Iran, Eltayeb’s (1990) study in Sudan, El-Rafey’s (1992) work in Egypt, Shraim’s (2000) study in Saudi Arabia, and Al-Kodmany’s (1999) work in Syria).

Within the psychological, legal, and philosophical discourses, attention given to privacy has developed its existence as a legal right, its importance for human development, and its relationship to other social processes (Witte, 2003). “Some degree of privacy is necessary in order to ensure to the individual the possibility of moral choice and action” (Negley, 1966). For instance, when in an exam, a student may view his college’s test unless he has moral values and decides not to cheat. In another situation if a proctor is watching and he does not have moral values then the decision is no longer one of morality, but rather one of consequence. Without privacy, individuals’ actions will always be under inspection, allowing no exercise of morals, but rather forcing him to act in response to the social and legal condition and the consequences there of (Witte, 2003). Privacy is therefore just as important as moral choice, for without the privacy, moral choice cannot exist (Witte, 2003). Moreover, there is a psychological need for privacy, psychological discourse and experimentation has repeatedly supported the importance of privacy to human development as a basic human need, as privacy is important for the development of relationships and the development of individuals. Both moral choice and privacy as a basic human need are quite Eurocentric ideas. However, it appears that in Egypt as elsewhere, rapid cultural change is creating a confusing social environment: women with different value orientations housing needs coexist in space, but also agree that certain aspects of tradition must be respected and that domestic chores must be facilitated by modernization (El-Rafey, 1992).

2.1.1 Privacy Definitions

According to oxford's dictionary: privacy is the state, which one is not observed or disturbed by other people, or the state of being free from public attention. Moreover, as Gifford (1987) stated, it is a process of optimizing social interaction and information transfer (not merely restricting them). He then defined privacy as a sense of freedom:
1. Individual cognitive freedom: the opportunity to do what pleases us and to pay attention to whatever is liked.

2. Social cognitive freedom: freedom from the expectation of others.

Also, according to Newell (1995)'s definition, privacy is "a voluntary and temporary condition of separation from the public domain". Moreover, Laufer, Prochaska, and Wolfe (1973) stated that three main aspects of privacy are:

3. Freedom of choice
4. Control over access (of others to behavior and thoughts)
5. Control over stimulation from the environment (socially or physically)

Additional, outcomes of an investigation on privacy in England ("Perceptions of Privacy and Density in Housing," 2003) indicated that privacy within the home and the surrounding neighborhood was defined in terms of protection and freedoms in four main aspects:

1. Sound transfer (the most important problem identified); noise from next-door, being overheard.
2. Space; not enough room space, encroachment by others
3. Sight; being overlooked.
4. Security; not feeling safe.

Below in figure 10, you can find the summary of privacy definitions according to all researchers; however, this study tries to explore the definition of privacy from the viewpoint of the Egyptians inhabitants’ home designs in gated communities.

<table>
<thead>
<tr>
<th>Concept</th>
<th>Setting</th>
<th>Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freedom of</td>
<td>Expectation Choice</td>
<td>(Gifford, 1987; Laufer et al., 1973; Proshansky et al., 1970a)</td>
</tr>
<tr>
<td>Optimization of</td>
<td>Information Interaction</td>
<td>(Gifford, 1987)</td>
</tr>
<tr>
<td>Protection from</td>
<td>Attention Access</td>
<td>(Bok, 1982)</td>
</tr>
<tr>
<td>Restriction of</td>
<td>Interaction</td>
<td>(Bates, 1964; Newell, 1992)</td>
</tr>
</tbody>
</table>

Figure 10 - Privacy definitions summary (Nouri, 2015)

2.1.2 Privacy Theories

Privacy theories have changed over time. Shifts occurring due to its complexity and continuous adaptations over time and space, which shows that people’s perceptions can vary over time too adapting with the continuous alterations over time. Goffman (1959) proposed one of the classic theories on privacy, which is "presentation of self". Also, Pasdaran (1970) stated that one of the major benefits of privacy is the relief from
monitoring one’s own behavior from behaving the way others expect her/him to behave.

2.1.2.1 Westin’s privacy theory

Westin (1967)’s theory of privacy addresses how people protect themselves by temporarily limiting access of others to themselves (Margulies, 2011). He argued privacy is the claim of individuals, groups, or institutions to determine for themselves when, how, and to what extent information about them is communicated to others. Moreover, to him, privacy is the voluntary and temporary withdrawal of a person from general society through physical or psychological means. Westin (1967) proposed that privacy, along with other needs, helps us to adjust emotionally to day-to-day interpersonal interactions, so for him privacy is a human need. For Westin, privacy is both a dynamic process (i.e., overtime, we regulate privacy so it is sufficient for serving momentary needs and role requirements) and a non-monotonic function (i.e., people can have too little, sufficient, or too much privacy). For Westin, privacy is neither self-sufficient nor an end, but a means for achieving the overall end of self-realization. Westin posited four functions (purposes) of privacy. They are, in effect, the "why’s" of privacy. Personal autonomy refers to the desire to avoid being manipulated, dominated, or exposed by others. Emotional release refers to release from the tensions of social life such as role demands, emotional states, minor deviances, and the management of losses and of bodily functions. Privacy, whether alone or with supportive others, provides the "timeout" from social demands, hence opportunities for emotional release. Self-evaluation refers to integrating experience into meaningful patterns and exerting individuality on events. It includes processing information, supporting the planning process (e.g., the timing of disclosures), integrating experiences, and allowing moral and religious contemplation. Limited and protected communication is the final function which has two facets: limited communication sets interpersonal boundaries; protected communication provides for sharing personal information with trusted others. Moreover, For Westin (1970), he suggests four states of privacy. The states are how the functions (purposes or ends) of privacy are achieved. They are, in effect, the "how’s" of privacy (figure 11). These states are: 1) Solitude, referring to the state of being free from the observation of others; 2) Intimacy, a person maintains intimate contact with another person or group but in a manner free from exposure to

Figure 11- Illustration of privacy types (Al-Kodmany, 2000)
public environment; 3) Anonymity, the state of being unknown or unrecognized in a public environment; 4) Reserve: state in which a person employs psychological barriers control for unwanted intrusion. In basic agreement with Westin's estimation of the range of privacy types, Marshall (1970a, 1970b, 1970c, 1972, 1974) and Pedersen (1982, 1988, 1990) explain two additional types: 5) Neighboring, that resident would avoid interacting with neighbors in order to satisfy the need for privacy; 6) Seclusion: requires both auditory and visual measures to physically remove possibility of intrusion by nearby individuals (Figure 12).

2.1.2.2 Altman's privacy theory

Altman identifies two aspects that determine satisfaction with privacy, desired privacy and achieved privacy (figure 13). Desired privacy is a “subjective statement of an ideal level of interaction with others.” Achieved privacy is the “actual degree of contact that results from interaction with others.” When the actual level of privacy is equal to the desired level of privacy, an ideal level of privacy exists. When the achieved level of privacy does not match the desired level of privacy, a state of imbalance exists. This imbalance is noticeable to the individual and causes discontent. The environment, to produce spaces that meet the user’s needs, should provide the desired level of privacy. Since the desired level of privacy is dynamic and varying, it cannot be predetermined. Therefore, the environment must respond to the user’s desire, by allowing the user to take control over the environment (Witte, 2003).

Figure 12 - The timeline of major privacy theories (Nouri, 2015)

Figure 13- Illustration showing the relationship between desired and achieved privacy levels (Source: researcher)
In general, data reveal that to secure desired visual privacy, women in modern homes were burdened with taking measures to modify their home original design. Frequently, where there is a mismatch between the intended design and the desired visual privacy level, residents modify the design, adjust their behavior and under-use or abandon spaces that lack visual privacy. In other words, residents of modern homes do not use the dwelling as the designer intended or assumed, and they are forced to take supplementary measures to secure a satisfactory level of visual privacy (Kheir Al-Kodmany, 1999). Al-Kodmany (1999) found that visual privacy at home from outsiders is particularly important for most women in Damascus. Women who live in the modern houses, to increase the achieved privacy, often modify and change the original design of their homes. Overall, critics argue that in the twentieth century the distinctions between public and private are becoming eroded due to the impact of mass media, centralized government structures, and women's increased labor force participation, among other trends (Ahrentzen et al., 1989). Thus, privacy is treated interchangeably with private and public. Also, Moshira El Rafey (1992) has showed in her research that such ambiguity between traditional and contemporary values are becoming a major issue for responsible housing design, especially if one considers that contemporary Egyptian architecture appears to accommodate neither new ideas, norms, beliefs, and lifestyles, nor traditional ones, serving a logic of its own, without much input from either tradition or new social trends.

2.1.3 Privacy Functions

The value placed on different faces of privacy can vary over time due to the changes in technology, culture, and gender roles (Allen, 2007). After understanding the definition of privacy and discussing its theories, this part discusses “what does privacy protect?” Westin (1967) listed four functions of privacy in examining privacy uses and needs that are served by privacy regulation and they are:

1. Personal autonomy or independence
2. Self-evaluation or identity
3. Emotional release or excitement
4. Limited and protected communication or reserved talking.

While Altman (1974) stated that privacy serves as:

1. Control of interpersonal interaction
2. The interface of the self and the social world (How individuals establish plans, roles, and strategies for dealing with others)
3. Development and nature of self-identity

Moreover Newell (1994) claimed self-esteem and self-evaluation as two products of privacy. Similarly, Bates (1964) debated that privacy may be needed with in which self-esteem can be repaired. Moreover, Young (1966) denoted that privacy allows individuality to exist. Given that the social interactions and processes, which a person is involved in,
result in the development of that person's identity and sense of self (Keating-Lefler, 2001),
one can agree with Altman (1975) who stated that the main psychological function of
privacy is to maintain self-identity; and all functions introduced by Westin (1967) are in
the service of this function. Pastalan (1970) believed that one of the major benefits of
privacy is the relief from monitoring one's own behavior from behaving the way others
expect her/him to behave.
comfortably, you should feel privacy. Also, Katyal (2002) proposed privacy for better
interaction. Likewise, in addition, Kupritz (2000b) suggested three main functions of
privacy as:
1. Optimal social contact and avoiding crowding.
2. Mental concentration (no distraction, interruption, noise)
3. Autonomy and conversational privacy
Alongside theoretical studies, numerous empirical findings have also been conducted to
inspect functions of privacy from people's perception. For example, in a cross-cultural
study,
Newell (1998) found that not being disturbed was the most essential element of privacy
and grief, fatigue, and need to focus were the latter. Figure 14 summarizes the above-
mentioned functions of privacy: they can be grouped into five main themes in both
personal and social levels (Nouri, 2015). Finally, privacy can be concluded into considering
a person in a continuous interrelationship with their surrounds, whether it is social or
physical. Al-Kodmany (1999) pointed out cultural, religious, personal, and psychological
differences for seeking privacy, while Newell (1998) suggested that there are striking
commonalities in the reason to seek privacy in distinct cultures. Therefore, this study tries
to assess if there is any notion of differences of the aspects mentioned above, between
privacy perceptions of people who live in gated communities and if the privacy concept
has transformed when they moved from one home to another.

<table>
<thead>
<tr>
<th>Concept</th>
<th>Setting</th>
<th>Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interaction</td>
<td>Communication</td>
<td>(Altman, 1974; Katyal, 2002; Westin, 1967)</td>
</tr>
<tr>
<td></td>
<td>Expectation</td>
<td></td>
</tr>
<tr>
<td>Autonomy</td>
<td>Independence</td>
<td>(Kupritz, 2000a; Westin, 1967)</td>
</tr>
<tr>
<td>Self-identity</td>
<td>Self-evaluation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Excitement</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Contemplation</td>
<td>(Altman, 1974; Bates, 1964; Kupritz, 2000; Newell, 1994; Pedersen, 1999)</td>
</tr>
<tr>
<td></td>
<td>Concentration</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Grief</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Self-esteem</td>
<td></td>
</tr>
<tr>
<td>Confiding</td>
<td>Secrecy</td>
<td>(Pedersen, 1999)</td>
</tr>
<tr>
<td>Not being</td>
<td>Fatigue</td>
<td>(Newell, 1998)</td>
</tr>
<tr>
<td>disturbed</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Figure 14 - Summary of privacy functions in the literature (Nouri, 2015)
2.2 Privacy in Architecture

Architects play a key role in designing sensitive spaces and shaping the privacy of the building. As said by Bahammam in his thesis architectural patterns of privacy in Saudi Arabian housing: “The need for privacy is one of the socio-cultural elements that have influenced housing design in almost every society” (Bahammam, 1987). The impact of cultural and religious beliefs creates major differences in the way privacy is defined in each society (Bahammam, 1987). Thus, a wide range of solutions developed by various cultures exists to accommodate people's need for privacy. Some cultures may not consider privacy to be an overriding issue; others may base the entire design of the house upon it. However, Privacy is a basic requirement in most societies. The external shell is designed to be capable of providing the desired degree of privacy for the human body. Architectural privacy can be accordingly defined as the capacity of space to regulate the information, which is communicated to its immediate environment (Georgiou, 2006). Therefore, privacy in home designs can be described as the urban context and architectural elements that are designed to allow the person to be free from the public observations visually or acoustically, and not be disturbed by other people outside his home socially. The notion of the boundary as a regulator of privacy can be seen in many architectural examples within different cultures, privacy in a space is regulated according to the variation of the boundary (Georgiou, 2006). As Amos Rapaport, in his book ‘House, form and culture,’ states: “If provision of shelter is the passive function of the house, then its positive purpose is the creation of an environment of best suited to the way of life of a people - in other words, a social unit of space.” Hence, a house is built to serve various human needs and for a complex set of purposes: therefore, its architectural design is significantly influenced by the culture of the occupants. Privacy in architecture is not just based on the physical elements but also it refers to design choices that give people a sense of security and privacy in a physical space. Particularly when designing residential dwellings, it is important to bear in mind that despite the significance of the materials used, level of eco-friendliness, accessibility of different facilities and comfort, at the end of the day a home is a place where one should feel safe in his own personal space. Privacy in architecture gives their inhabitants a sanctuary from the noise that surrounds them, the unnecessary social interactions, and the safe zone of independence. It is not just about being separated from the chaos around you though, even within a home or other building, there is often a need for designated public and private or restricted areas. In a luxury home, spaces used for guest entertainment should not trespass on more isolated areas of the home such as bedrooms. Also, what is interesting about the infrastructural privacy of architecture is the number of innovative ways in which it can be explored, such as the building materials and surrounding nature pliable to help create a sense of privacy and separation (HMC architects, 2020)

2.2.1 Factors affecting privacy:

The infrastructure of privacy in residential units is divided into material (physical) and immaterial factors. The immaterial are divided into the sociological, economic, and
political factors. The economic factors can be reflected in addition of elements or spaces in a design based on the cost vs. revenues, sometimes the more elements the better the privacy thus the higher the cost, which is not preferable by the developers and here they may compromise privacy as part of the design. In designing the site, the dwelling units should have a distance ranging from 18 - 36 m between each other to attain the maximum privacy (figure 15) (Touman, 2017).

![Figure 15 - Site plan considerations for visual privacy (Al-Kodmany, 2000)](image)

However, this greatly affects the economic scale of site designing (Abo Al-Naja, 1988). The political factors are reflected in how a leader builds his city due to political reasons such as building high walls for security or protecting a certain group or community. This research focuses on the socio-cultural norms which can be divided into several aspects such as customs, traditions, habits, and religion. These aspects are codes and themes that a community inherits from their ancestors, some may stay, and some may be forgotten due to change in mindsets or surrounding context and environment or even the emerging of technological advances that may facilitate certain behaviors. Customs and habits differ from country to country and develop over time, but every society keeps the primary pattern of its customs and habits as they may develop within the specific human nature of one society, as it was created by the almighty. This differs very much from the patterns seen in Western societies (Abdel-Jawad, 1982). Moreover, traditions differ from one society to the other, from period to period, and may develop as a natural reaction of the individuals, e.g., English people’s reaction to unacceptable sociological behaviors and their consequent desire to have private houses (Dixon, 1988).

The material elements affecting the physical setting of privacy in architecture, are divided
into elements affecting privacy outside the home boundaries and elements affecting privacy inside home boundaries. Elements affecting privacy outside home boundaries are: The compound gate, compound fence, streets orientation, urban density of the houses and greenery density. Moreover, (figure 16) illustrates more detailed factors regarding building direction, arrangement, grouping and positioning such as direct opposition layout may reduce the achieved level of visual privacy, arrangement around an open space could reduce loss of privacy, height/width ratio of the buildings could impact achieved visual privacy and special attention is required when positioning low rises next to high rises. Moving to elements affecting privacy inside home boundaries are the house fence, windows, house garden, entrance door and the main gate. Also (Figure 17) shows more
architectural details considerations for visual privacy that affects the inside of the home boundaries such as a high wall interior balcony, wide terrace, perforated screens, opaque glass and mashrabiyya like windows that is called fins.

Moreover, there are five aspects that affect architectural privacy: Accessibility, visibility, proximity, vocals and olfactory. They are directly corresponding to the senses of kinesthesia (muscles and skin), sight (eyes), touch (hands and feet), hearing (ears) and smelling (nose). Hall analyses the above factors and proposes, “Man’s relationship to his environment is a function of his sensory apparatus plus how this apparatus is conditioned to respond” (Hall, 1969). All five factors affect the way human beings perceive their surroundings and accordingly, the mechanism by which they control privacy. Spatial boundaries function as additional means for regulating (limiting or increasing), the communication of the individual with its surroundings (Georgiou, 2006).

As shown in figure 18, architectural privacy gradient includes a presentation from the first level which is public to complete isolation which is the full level of privacy, these levels are presented in respect to the five factors previously mentioned. Public space is defined as the space which applies no restriction to communication, whereas an isolated space is the one which completely constrains communication (Georgiou, 2006). In between all other intermediate levels of privacy exist. Robinson defined a gradient of privacy: Public, Semi-public, Semi private, Private, Semi-intimate and Intimate (Robinson, 2001). The importance of the architectural gradient is shown in research by El-Rafey (1992). She has showed in her study that women needed to have separate areas of public and private rooms, private space for the family and public space to share with guests. She has concluded that the lack of privacy in apartments was a serious frustration among all interviewed Egyptian women. Women's efforts to overcome inappropriate designs to answer their cultural needs indicate that special attention should be paid to specific design features (for instance, a private entrance hallway and a private living room) in contemporary housing to ease cultural change while accommodating tradition. So, both western and eastern cultures have showed the importance of privacy gradient in their homes for a better everyday life experience.

Moreover, the Hall defines accordingly four spheres of privacy: intimate, personal, private, and public. When other individuals intrude the most intimate of these private areas, the person starts to act defensively or to say at least extraordinarily. A typical example of the above fact is indicated by the abnormal behavior of people when standing in an elevator (Hall, 1969, p. 112). The proposed idea is that the built environment often acts as to materialize such zones. Hall also proposes the above concept, “Man has created material extensions of territoriality as well as visible and invisible markers” (Hall, 1969, p. 97). In addition, Colomina Beatriz, comments on Loos architecture, “The spaces of Loos’ interiors cover the occupants as clothes cover the body (each occasion has its appropriate “fit”) (Colomina, 1992). In such context, the exterior shelter of an area can be seen as the understanding of a personal domain surrounding the individual.
From the previous mentioned factors and elements affecting the privacy of a home this would bring us to the first research question, which is “What are the social and physical factors shaping people’s home privacy perception in both homes?” which is a guide in the methodology.

2.2.2 Regulation Mechanisms

The environment needs to be supportive of the user’s privacy regulation, supporting control over contact with others and supporting the behavioral processes used to regulate privacy (Witte, 2003). People may protect their privacy using different mechanisms. Based on socio cultural aspects these mechanisms can vary from person to person. For instance, a study by Harris, Brown, and Werner's (1996) showed mechanisms that can work for one context might not be ideal for another one. From a cultural perspective, differences in

![Gradient of architectural Privacy](Figure 18 - Gradient of architectural Privacy (Georgiou, 2006))
amounts of desired privacy are not as crucial as the mechanisms by which people achieve these levels of privacy (Rustemli & Kokdemir, 1993). As suggested by Gifford (1987) we should balance our own desire, other's desire, and the physical environment to accomplish our privacy goals, which can be considered a challenging thing to do. Likewise, Kupritz (2000b) described it more precisely; he grouped these mechanisms into three categories; environmental, social, and behavioral mechanisms (figure 19). Environmental mechanisms are the acts of regulating privacy by using physical elements of the environment such as curtains, partitions, clothing, personal space, and territoriality (Margulis, 1977). Also, Archea (1977) thought that physical environment regardless of the person who populates it affects privacy to a large degree. It can be because it regulates interpersonal accessibility, and it signals desires for social contact. Altman (1976) believed that environmental mechanisms are being relied on, a lot, by societies. For example, Lewis (1970) demonstrated ways in which poor families, living in high-density conditions, use the material environment as a border control mechanism for restraining access to a person or a group of people.

The cultural institution through accepted practices, mores, rules, and roles in a behavior setting governs social mechanisms. They regulate privacy through the structuring of activities in space and time (Johnson, 1990). Elements in the environment can be objects (human, buildings, plants) or stimulus (noise, heat, weather). Social norms are behavioral patterns, expected to be displayed in a specific social situation (Brehm & Kassin, 1993). Behavioral mechanisms refer to behavioral patterns in a physical setting according to cultural norms, which includes verbal and non-verbal behavior (Nouri, 2015). These mechanisms are discussed later in chapter 4, as some difficulties were faced in translating the interviews to these mechanisms especially the social and the behavioral.

Furthermore, Altman (1975) indicated that there is a dynamic and responsive mechanism that can be named as "integrated system of mechanisms", which is a combination of environmental, social, and behavioral mechanisms. He believed that when a mechanism does not work, it is replaced or supported by another mechanism/s. For instance, if closing the door does not help, we may ask the invader to leave the room. Hall (1966) stated that using these mechanisms depend upon cultural context patterns. For instance, Germans, a
"low context" culture, primarily rely on environmental mechanisms to regulate privacy as reflected in thick walls and double doors. Dissimilarly, Japanese, a "high context" culture, traditionally rely on behavioral mechanisms, such as thin sliding partitions used as acoustical screens, to regulate privacy (Nouri, 2015). Figure 20 shows the correlation of different mechanisms and their elements.

![Image: Integrated system of privacy regulation mechanism (Nouri, 2015)]

**Figure 20 - Integrated system of privacy regulation mechanism (Nouri, 2015)**

### 2.2.3 Privacy and the environment

The environment plays a key role in regulating privacy, it allows for personal space and allows for people coming together through its diverse and dynamic positions, orientations, and distances between people. People will be able to express their desired levels of contact with less effort if they work with the environment instead of against it. The environment must permit easy alternation between a state of separateness and a state of togetherness, allowing for the dynamic changes in a person’s desire by moving to areas of exposure and contact with others (Witte, 2003). Areas of public, contact seeking people, in near proximity to areas of privacy allow this easy transfer between states of togetherness and separateness. (Witte 2003). Also, the environment should give the user control over the level of privacy they desire at various times. The presence of different physical elements that allow for this change, such as movable partitions, operable lights, doors, curtains, and windows will achieve the desired privacy for the user, whether it is for separation or exposure to others. Figure 21 shows the different relations between how the person can control his interpersonal boundaries in relation to the behavioral mechanisms and the supportive environment. This leads us to the following research questions: “**What are the social and physical regulations used to adjust privacy? Are the residents behaving in a certain way regarding the privacy level in their home?**”
2.2.4 Privacy and modernity concepts

Modernity is one of the main things that affected Privacy concepts. Le Corbusier’s approach to modern architecture organizes to engage the masses. So, for Le Corbusier, he favored the outside. Privacy was not that of an issue at that time as modernity was taking over. Consequently, in this image is Le Corbusier’s Villa Sein in Garche, France. Note how the building is to be approached from the front via a cinematic route (Figure 22). Le Corbusier recognized the potential of new technologies as said by Colomina 1994; he arranges his buildings according to photogenic views and with a photographer’s eye. Le Corbusier, therefore, exemplifies one of the earliest instances of an architect who designs for the camera and the mass media infrastructure. In such an architecture destined for mass media and mass consumption, the goal is transparency, to expose the form and function of a new architectural vocabulary (Islami, 2012). So here we can see how media and capital can affect the design of a building and sacrifice one of its basic needs just to catch the gaze of the people. Also, in figure 22 you can note the presence of the automobile, deliberately positioned to symbolize modernity and regulates the
relationship between inside and outside in favor of the outside. It is an architecture in which the gaze is dominant. In this approach, the interior becomes an extension of the exterior in that everything is put on display. It is an architecture that mesmerizes through its transparency and reflectivity and has the power to attract the eye. Thus, having one of the greatest architects favoring the outer design for the mass media rather than achieving interior privacy, open the gate way for nowadays developers to build for the aesthetics and have it as one of the main goals for selling gated communities as mentioned earlier. On the other hand, Yahia Islami discusses Adolf Loos adopting a different strategy. Modifying Semper’s concept of the festive mask, Loos believed that everyone must comply on the surface but mask his interior. Loos advocated a particular style for architecture that was efficient, modern, civilized, and dignified. To illustrate this, he pushes his architectural style towards men’s attire, which he believes to be more advanced and dignified than that of a woman. He believes women attire hinders function and the colorful ornamentations are mere “effects,” both indicating primitivity and degeneration.

Men’s clothing on the other hand is superior because it is modest and muted, not absent (Loos, 1982). In Loos’s architecture, the relationship between inside and outside is controlled and regulated in favor of the interior. Such architecture is not transparent because it does not offer its depths easily. Instead, it is translucent and investigates intrigue and inquiry. The interior space is given more freedom and it acts like a theatre stage in which the occupants are both actors (artists) and spectators (critics). Loose and Le Corbusier offer two different approaches to the infrastructure of modern architecture and the boundary condition between the public and the private. They interpreted privacy in architectural modernity differently, so here Le Corbusier in an aspiration to be modern, made the building to be transparent, to be photographable and more to be in the mass

![Image](image.png)
media, while loose saw the building to have dignity, for him it had to be opaque with small windows to protect the inside from the outside (figure 23). He believed that it does not matter to have an attractive building outer wall because the interior should be very rich for the people living inside; it is where people spend the most time of their everyday life. From the previous mentioned concepts and how Le Corbusier gave up privacy in favor of the outside aesthetics of the building this also triggers the question of whether our adoption of western thought has also made us give up our concepts regarding privacy, this often leads that people understand privacy in a way that is different than what they thought before and leads them to moving from one house to the other. Therefore, this poses the following research questions “Did people’s privacy perception change while moving to their current home in a gated community? Are privacy perceptions transformations related to modern/current architectural designs?”

2.2.5 Architectural Privacy transformation in history

To answer the previous question, exploring the history of Egyptian architecture is shown to trace their privacy transformation from the 1700’s to present. So, starting by the Islamic era, privacy was one of the basic needs in the Egyptian house design at that time. What was popular at that time was the inward houses with courtyards and mashrabiyyas, the infrastructure of residential building was based on their religion and culture, privacy was a sacred concept at these times. This era lasted from 1700 to 1850’s. Then starting from the 1860’s came the era of belleépoque Cairo with its Palladian architecture with western imitation. The concept of detached dwelling composed of two or three stories, situated in a garden, and overlooking a sunny, quiet street, came to Cairo in the second half of the nineteenth century (Asfour, 1993). Then from the 1960’s to 1970’s was the Nasser’s era with the plain multi-level apartment buildings and balconies overlooking the streets. Then the introduction of gated communities started from the 1980’s to the present day. Gated communities offered a whole new infrastructure of privacy and security with its gates closed not allowing outsiders to enter, which eventually led to social segregation, but it seems people are adapting to this change and are continuing to buy in these compounds for what the media offers in these gated communities from privacy, safety, services, amenities and social life all in a proximate distance from your home inside the compound. However, as I mentioned earlier, although these compounds are selling privacy as part of its positives, still it seems people have a misconception of what privacy is about. This can

Figure 23 - Outer elevation of a building preferred by Loose with small windows (Islami, 2012).
lead us to the following question “Did the change of the social and physical settings affect their perception? Is the privacy achieved creating specific community behavioral implications?”

2.2.6 Architectural Privacy examples

This section discusses privacy dimensions in residential units throughout Egyptian architectural history in relation to the physical and social elements that existed at that time. These examples will shed light on how local architects were keen to produce designs that preserved the social norms and needs of Egyptians at that time despite the western influence.

2.2.6.1 Physical factors affecting a home’s social privacy perception:

An example of people still holding onto privacy in their home design in the era of Cairo’s belle époque while having western ideas of architecture is in Hilmiyya area. The general concern at that time was focused on how to plug western science into the Egyptian environment rather than how to "domesticate" it. It was a period when theory matched practice. Hilmiyya Al-Jadida was one of those neighborhoods, and the one that is used here to exemplify the effects western ideas had on Egypt's urban development.

"Domestication" meant modifying the original western model so that it conforms to the

![Figure 24 - Plan of villa of Muhammed Sadeq in Hilmiyya (Asfour, 1993)](image-url)
infrastructure of social constraints or economic limitations. In the case of Hilmiyya, western ideas were manifested in the specific width of the streets and heights of the villas, which are all physical factors affecting the privacy level in surrounding context of a home. An example of this is the villa of Mohamed Sadeq in Hilmiyya. The component added to this Western model from local traditions was, for example, the dead-end street. Another western idea which was rejected by the Hilmiyya society, was the arrangement of a central hall located behind the entrance porch and flanked by rooms with no intermediary space as it hindered maintaining family privacy (figure 24). To solve the problem, the salamlek could either be an independent structure located in the front garden or an attached room with a separate entrance from the main porch, which disrupted the symmetry of the house. The combination of the western concept and the local design element resulted in allowing the visitor to be received in a room that still maintained its traditional importance without disrupting the privacy of the family. Thus, this example shows how social privacy of a home was protected while still incorporating new western ideas. However, architects willing to sacrifice symmetry to make room for traditional customs were a major step toward domesticating foreign ideas. The discrepancy between

Figure 25 - Detail of villa showing a mashrabiyya over the terrace balustrade (Asfour, 1991)

theory and practice did not only affect the plan but the facades as well (Asfour, 1993). In contrast to the Beaux-Arts tradition, the Polytechnic education encouraged adding character to a building to suit its own locale. Hence, at that time architects integrated the west with the local, for example they would apply a parapet of shutters to terraces in Hilmiyya (Figure 25).
2.2.6.2 Prioritizing privacy in a home over “the look”

By highlighting the congruence and discrepancy involved in the process, Asfour argues that it is possible for a culture to derive inspiration from another while still maintaining its own identity as manifested in social values. Style did not mean much to the Hilmiyya society or the public, so long as it was well executed. What was important to society was mainly that a house was able to preserve the family’s privacy. What was so common, was the treatment that involved the placement of parapet of free standing mashrabiyya or shutters over the terrace balustrade to allow the women of the house to enjoy the openness of a terrace without being exposed to the public eye. Hence, in time both western and local ideas coexisted in the same building. Consider a specific example: In early nineteenth-century Cairo, traditional latticed woodwork in wall openings, was challenged by the Italian shutter. By the turn of the century, they coexisted, not only in dwellings of one neighborhood, but even in one façade (figure 26). Both treatments were accepted by the building code of Ministry of public works, indicating a revised state of equilibrium in response to foreign ideas. No doubt, a new scenario is produced; call it "localized Western" or "westernized local" depending on the emphasis. In the end, it is a new convention based on criticism, selection and change of earlier conventions in a conscious way, i.e., critical conventionalism (Anderson, 1986). This can lead us to the following research questions; “Is people’s desired privacy achieved in their new homes? How and why? What are people’s privacy perceptions and needs in their home design? and why?”
2.2.6.3 Balance of privacy with aesthetics

Moving to another era of Egyptian architecture, in Mit Rehan villa by Hassan Fathy, he designed a courtyard that does not copy a historical model so here again, an aspiration to be modern using a traditional concept. From this villa (figure 27) we can see how Fathy designed a plan with a courtyard which is a local element, but he added the modern touch through making this courtyard only surrounded by three covered sides while the fourth side overlooked a large garden estate through three large, screened openings, connecting it visually to the landscape outside through the 3 arched openings. Since this villa sits on a large estate, Fathy rejected its privacy function. So here privacy was applied but not in the house itself but because there are no nearby houses around the villa. The surrounding context affected the privacy level acting as a factor outside home boundaries.

![The courtyard in Mit Rehan contemporary Villa](Source: rastorfer, 1985)

An example of an Egyptian architect who managed to break out of the prevailing reductivism's tradition is Muhammad al-Husayni (Asfour, 1991). In a recent project, a resort villa, he revives a lost dialogue with Hassan Fathy's theories and promises further progress in heritage-conscious design. The villa, located on the Bitter Lakes of the Suez Canal, is intended to be a second home in which the client's family can enjoy a comfortable atmosphere and entertainment throughout the year. In this villa, al-Husayni showed a critical approach to current extremes. He neither gave in to the temptation of using traditional images to dominate contemporary criteria of living, the new form of the mashrabiyya under the banner "Islamic character," nor did he ignore the outcome of centuries of experience for the sake of "progress." And that is a selfless, lack of capitalism act. This critical approach has allowed his architecture to blend successfully with the surrounding landscape. Thus, the openness of the northern facade (figure 28) together with the screening of the southern ones (figure 29) provides a natural Diversity. It is this
diversity, which permits El-Husayni's design to satisfy the basic ideology of a resort villa. The ground-floor reception area is an open plan with a series of levels. Despite this openness, privacy can still be maintained because a stair leads from the courtyard directly to the master and guest bedrooms, providing an alternative circulation that bypasses the reception halls.

2.3 Conclusion

Looking back at the examples we discussed in the literature review; we can conclude that privacy has changed in terms of importance and definition in different eras. Designers can always work around current trends and concepts to achieve one of the basic needs that should be considered in the Egyptian home design. And this would bring us to the last research question “How do people perceive privacy in their home design?”
Figure 30 shows a summary of the literature review. It explains that privacy perceptions transformations in Egyptian home designs are tackled by exploring the historical background. The historical background traces physical design and social dimensions alterations that happened concerning privacy concepts and people’s mindsets. As a result, these ideas are being implemented in the designs appearing in the current gated communities. Privacy as a concept is sold as part of the lifestyle in these communities promoting it as a modern privilege. Defining privacy shows if these designs incorporate privacy in their designs or not. Also, understanding how people define and perceive privacy shows if both privacy concepts concede with each other or not. Exploring privacy definitions, theories, functions, and social and physical factors affecting privacy, lead to understanding the level of achieved vs. desired privacy perceptions in people’s previous and current homes.
Chapter 3
Methodology

3.1 Working Hypothesis

This bring us to the hypothesis that “although the modern and technological infrastructure of architectural production is changing, the cultural perception of privacy will remain one of the basic needs that direct and develop innovative designs despite what the colonialism and the state try to enforce on their citizens in the name of their aspiration of being modern.” To analyze and investigate the hypothesis, this study traces the social perceptions and physical elements of privacy in home designs of people who moved from residential units in areas like Mohandessin and Nasr city to gated communities in New Cairo and 6th of October. This is undertaken to understand the Egyptian aspirations of modern privacy requirements, through the following methodology: First, to understand the meaning and idea of the Egyptian culturally specific need for privacy nowadays, and second to grasp the idea of the modern and technological changes of architecture production that affected privacy. This helps in leading the researcher to learn how to employ the modern and technological changes to match the needs of Egyptians privacy nowadays, thus, framework of what works and what does not work is concluded. The concluded results show the altered mindsets and perceptions if any. There are two levels of privacy in a gated community, 1) the broader social and physical privacy level which lies in the compound gates and isolating the residents from the outside world and 2) The immediate social privacy level, which lies in the surrounding social and physical context of the resident’s unit. Moreover, there are two privacy levels within the immediate privacy level, 1) privacy within a home wall itself and 2) privacy of the home in relation to the surroundings (outside its walls). This study deals with privacy perception in relation to the neighbors and surroundings of the residential unit. Also, it allocates privacy in the interdisciplinary context of socio-cultural and physical elements affecting the inhabitant’s perception regarding their home privacy and how it affects their daily lives knowingly or unconsciously.

3.2 Research framework

To comprehend such a topic; the position and structure of residential units to achieve privacy for their inhabitants; are examined from three guiding scopes: a) the inhabitants’ perceptions of privacy in their residential units - social and physical factors shaping their perception (especially when they need privacy); b) the behavioral implications of their perception in their own home and c) their needs and expectations for the privacy in their current home design. Those perceptions are examined through 4 different privacy types a) the visual privacy perception (anything related to the material elements of privacy), b) the acoustic privacy perception, c) the social privacy perception (anything related to the
immaterial elements of privacy), and d) the security privacy perception. Those four types are examined from the interlocuters perception in both homes which are compared to trace any changes of these perceptions in relation to the transformation in the physical and social context. Then these dimensions are combined with the influences of accessibility, proximity, visibility, vocals and olfactory as the 5 factors affecting architectural privacy as established in section 2.2.1 above, to explore new mindsets or alterations for this research to be understood and communicated.

As presented in section 2.2.12 and through the literature review, a preliminary list of the various factors that achieve privacy in home designs is compiled to see if the perception of people’s privacy is equal, more than or less than the desired. If the privacy achieved is less or more than the desired, some sense of dissatisfaction or discomfort would be driven and as a result some adjusting means should be employed.

3.3 Research questions derivation

Research questions were derived from exploring the literature review and observations, Refer to (figure 30) for visual representation. For questions derived from literature review, and as referenced from the outcomes of an investigation on privacy in England ("Perceptions of Privacy and Density in Housing," 2003) indicated that privacy within the home and the surrounding neighborhood was defined in terms of protection and freedoms in four main aspects:

1. Sound transfer (the most important problem identified); noise from next-door, being overheard.
2. Space; not enough room space, encroachment by others
3. Sight; being overlooked.
4. Security; not feeling safe.

From the previous four aspects, and since transformation of people’s perception of adapting to altered privacy concepts can be reflected in their own definition of home privacy. As a result, survey and interview questions include questions related to the following four privacy types:

1. Visual privacy (not to be seen)
2. Acoustic privacy (not to be heard)
3. Social privacy (restriction of interaction, encroachment by others)
4. Security privacy (not feeling safe)

These 4 privacy types are defined as protection and freedom in the previously mentioned types, the survey asks how you define privacy, and the interviews ask why you define privacy this way. Leading us to Privacy, why’s themes reflected in the question: why do you want and need privacy? As mentioned in the literature review by Westin, to achieve:

1. Personal autonomy
2. Emotional release
3. Self-evaluation
4. Limited and protected communication
But how can people achieve privacy in their homes? It is through the privacy states:

1. Solitude (individual state)
2. Anonymity (individual state)
3. Intimacy (with family and friends) (Group state)
4. Reserve (Group state)
5. Freedom

Also, from understanding people’s definition of home privacy we can understand people’s perception regarding the achieved vs. the desired privacy perceptions in their previous vs. current home design. As a result, questions regarding physical elements use are divided between:

1. Achieved privacy theme:
   E.g.: How often do you use your garden/balcony?
2. Desired privacy theme:
   E.g.: Would you use your garden/balcony if it had better privacy?
   Or would you use your garden/balcony more often if it had better privacy?

Then to further understand what affects the social and physical privacy, there are questions regarding the 5 communication factors affecting the “why’s” of privacy:

1. Accessibility
2. Proximity
3. Visibility
4. Vocals
5. Olfactory

The previous answers the question “how do you perceive privacy in your home design?”

This helps create the gradient of architectural privacy:

1. Public: unrestricted communications, all 5 factors of communication are available
2. In between states: semi restricted communication, visibility and proximity are available, low levels of vocal, no accessibility and olfactory.
3. Isolation: restricted communication, all 5 factors are absent.

This gradient is achieved by the availability of the five factors that affect the “why’s” of privacy, and the gradient of architectural privacy affects the privacy states. If privacy achieved was less than the privacy desired, people resort to the privacy regulation mechanisms leading to the question “how do people regulate privacy in their homes?”

There are 3 privacy regulation mechanisms:

1. Environmental: regulating privacy using physical elements.
2. Social: regulates privacy through structuring of activities in space and time. It is social mechanisms governed by cultural institutions through accepted practices and rules in behavior setting.
3. Behavioral: behavioral patterns in a physical setting according to cultural norms including verbal and non-verbal behavior. For example, lacking visual privacy in balconies make women behave and dress in a
certain way because of the social regulation mechanism which place rules on how women should dress in public. In conclusion, behavioral regulation mechanism is a result of the social regulation mechanism. However, interpreting the social and behavioral mechanisms to peoples’ answers was challenging so I adjusted the definition a bit where social regulation mechanism is to regulate privacy by interacting with the surrounding community based on impact of cultural norms or the social context. While behavioral regulation mechanism is to regulate privacy by adjusting your behavior based on the contextual design.

3.4 Research approach

This study employs a mixed method study through a phenomenological approach with a focus on interpretation and meaning to examine residents’ everyday dialogues and implications of the previously mentioned directing dimensions and aspects. The research is designed to work on two levels: the survey level, which is more quantitative and generalized to how upper/upper-middle social class, people, are feeling about privacy in their own home, what is their privacy perceptions and if it transformed when they moved from one home to the other. The second level is the semi-structured interviews along with participant observation, which deals on a deeper level with the inhabitants in their own homes asking about the “why’s” of the privacy perceptions transformations and modernity and privacy relations if any.

The nature of the research contexts and implications, the data gathering tools and the questions asked are more prone towards a qualitative research approach. It is implemented to capture the current context with both its socio-cultural and physical dimensions.

Qualitative research involves studying things in their natural setting, it adopts a naturalistic approach for understanding of a setting; The qualitative research is meant to reflect on what the perceptions means to people; the approach involves collecting empirical materials and using them to understand. The qualitative research is characterized by (Wang et al, 2013):

1. An emphasis on Natural setting: the qualitative approach aims at studying the problem in its natural context. The approach is meant to analyze the significance of different stakeholders within the same context; it also tries to link between their different interpretations of the situation. A qualitative researcher should be interested in in-depth field research (Wang et al, 2013).

2. A focus on interpretation and meaning: The researchers should have the capability of interpreting the data attained through interviews or field work; they should have the interpretive skills necessary for coding the data (Wang et al, 2013).

3. A focus on how the respondents make sense of their own circumstances: a qualitative researcher is keen on understanding what a setting means to the different stakeholders. The researcher should be able to grasp the respondents’ feelings towards a setting (Wang et al, 2013).
4. The use of Multiple tactics: the qualitative approach implies the usage of different tactics like site observations, in-depth interviews, location mapping, surveys, and questionnaires. The nature of tactic depends on the nature of the research problem (Wang et al, 2013).

5. Significance of Inductive logic: the researcher should respond to emerging insights; the interviews could be updated by adding follow-up questions. Also, observation could be conducted at different times of the day or locations (Wang et al, 2013).

6. Holistic: the qualitative approach aims at developing a complex picture, so identifying and analyzing different factors is essential for drawing a larger picture (Creswell, 2007).

7. Prolonged Contact: the qualitative approach focuses on field work, so spending time to understand the context and the culture and to build the trust needed for breaking the boundaries with the locals is essential (O’Leary, 2010).

8. Open-Ended: “the initial plan for research cannot be tightly prescribed, and that all phases of the process may change or shift” the qualitative research implies a flexible strategy for research; the design of the research could be amended during the data collection or fieldwork (Creswell, 2007).

9. Researcher as measurement device: in this approach, the research is replacing the measurement devices used to quantify data. The researcher is the main measuring device, he/she should be capable of interpreting the situation around him/her (Miles et al, 1994).

10. Analysis through words or visual material: since the approach does not depend on numerical quantitative values, analyzing the words could be a tool for data collection. This could be achieved through analyzing the language used by the locals during the interviews. Also, visual analysis is another important method of analysis especially with contexts rich in physical details (Creswell, 2007).

3.5 Research Design

The research concentrates on upper/upper-middle social class families in certain gated communities to have all answers compared to similar contexts and minimize anomalies. Having qualitative research involving gathering data about a certain perception or mindset being transformed is quite challenging, especially a concept like privacy. Privacy as a perception is a broad idea that may differ from one person to another depending on their social, religious, and cultural background, how they were raised and what values affect them mentally and emotionally. The implementation of the investigative levels is done in parallel to collecting data at the same time from different methods to complement each other. This is to add any missing gaps when new information is discovered, that is found to be beneficial for the research. Some preliminary field observations and pilot-interviews with target users in the researcher’s circle of friends, were done to get an overview of what people have to say about the questioned issues. Ideas were collected and questions were revisited and updated for more sophisticated and in-depth replies from
the interlocutors. Preliminary analysis such as coding and categorizing of data was helpful to enhance the consistency and relevance of data collection process. It improves the research questions and modifies any miscommunicated words if any. It helps adding or improving more tactics if needed such as photo-voice and participant observation. This improves the researcher's role and prevents any personal biases through controlling any unjustified stereotypes.

3.5.1 Quantitative level

This level entails a survey that aims to explore the way interlocuters perceive privacy. It examines privacy satisfaction in their homes for each area in the home if it is important and how important privacy types are to them. It targets to apprehend large scale insights across both genders concerning their definitions, feelings, concerns, behavioral implications, needs and expectations regarding home privacy and then comparing their privacy perceptions in their previous home to their current home to conclude privacy perceptions transformations if any. It also entails several scale types such as a scale of privacy satisfaction in both homes, a scale of importance regarding several factors and elements and a scale of agreement regarding several concepts concerning architectural modernity and using certain classic elements in the design that provides privacy. The survey includes 8 sections. The first is an introduction to the demographic and personal views regarding their main motive behind their desire for privacy, their definition and importance of home privacy answering the questions: “when thinking of home privacy what first comes to your mind?”, “how important are different privacy types to you?” and “what do you think is the main motive behind your desire for privacy?”. The second involves privacy perceptions in the previous home vs. the current home seeking the different feelings regarding the privacy levels in both homes, and if they customized their homes or adapted their behaviors to achieve desired levels of privacy. Those questions included: “How are people feeling about their previous home vs. current home privacy?” The third section is viewing privacy types of satisfaction for different areas in both homes, answering the question: “Did people’s perception of privacy change in relation to moving to another home mentally and/or physically?” The fourth part is comparing spaces/ areas in the previous home vs. current home, to explore which of the different areas of the homes had more privacy for each of the four privacy types, answering the question: “is people’s desired privacy achieved in their current homes?” The fifth section is about the usage of outdoor areas such as the balcony, the garden, and the roof in relation to privacy for both homes, answering the question, “Are the interlocutor behaving in a certain way to adapt to the privacy level in their homes?” The sixth section is about physical elements for privacy regulation, to see if people have applied any privacy strategies in both their homes, answering the question “What are people’s adjustable physical needs for privacy in their home design?” The last section is exploring people’s agreement regarding privacy perceptions in relation to modernity concepts, answering the question “did people’s privacy perception change in the process of their
aspiration to move to a modern home? “And “would people sacrifice privacy to live in modern homes?”

3.5.2 Qualitative level

The second level is the qualitative level which includes the semi structured interviews. After investigating the survey results regarding “how” people are feeling about privacy in their current homes vs. the previous home, and the “what” of their reasons to move to a gated community in relation to modernity and privacy, the interviews investigate the “why’s” of their perceptions and behaviors regarding the privacy level in their homes, and why did their perceptions on privacy might have changed when they moved to their current home.

The interviews investigate three themes answering four main questions, while comparing both homes to track privacy transformations. The first theme: “Factors shaping their home privacy perception” answering the question “what are the social and physical factors shaping the privacy perception of home privacy in their current homes vs. their previous home?” Then these factors are achieved through the social and physical privacy regulations, which leads us to the second theme: “Behavioral implications of their home privacy perceptions,” answering the question “how can you achieve/regulate home privacy?” This creates the privacy states which are the “how’s” of privacy. Achieving privacy states leads to privacy functions which are the “why’s” of the privacy leading to the third theme: “The needs and expectations of achieving home privacy” answering the question “why do you need home privacy? “And then interlocutors defining their perception of home privacy answer the question of “what do you need to do to achieve home privacy?” Which gives us the key social and physical elements of a useful design of home privacy.

3.5.2.1 Observational checklist and data collections

In designing the interviews questions, the literature review functions as a guide for privacy types, functions, importance and needs. Examples of homes with achieved privacy were a guide to produce the codes and themes. Below you can find Table 1 showing factors collected from the fieldwork, interviews, and literature review to have more comprehensive data. Table 2 shows privacy regulations used by the interlocutors to adjust privacy in their home design. Table 3 shows the functions achieved by privacy and why privacy is considered a basic need and should be considered in home designs. All the following aspects in the tables are compared in both homes according to how interlocuters explain. These tables were derived before collecting the data to organize the data and then they were modified after data collection. They are mix of both, some were to organize the data and some I deduced from the data outcome.
Table 1- Summarizing factors affecting privacy regarding the personality, social and physical settings.

<table>
<thead>
<tr>
<th>Question</th>
<th>All five factors affect the way human beings perceive their surroundings and accordingly, the mechanism by which they control privacy.</th>
</tr>
</thead>
<tbody>
<tr>
<td>What affects privacy perception?</td>
<td></td>
</tr>
<tr>
<td>Themes</td>
<td>Socio-spatial factors</td>
</tr>
<tr>
<td>Personality</td>
<td>Gender</td>
</tr>
<tr>
<td></td>
<td>Age</td>
</tr>
</tbody>
</table>
| | Cultural ideologies | | | | *
| Social setting | Crowdedness (Neighbors per area) | * | * | | *
| | Restricted/ forced Interactions | * | * | | |
| | Neighbors’ interference | * | * | | |
| | People in the street interference | * | * | * | *
| | Porter interference | * | * | * | *
| | Pollution | | | | *
| | Noise in the street | | | | *
| Physical setting | Parking spots Availability for social privacy | * | * |
| | Building placement /Location | * | * | * |
| | Buildings density | * | * | * | *
| | Units’ density | * | * | * | *
| | Floor level | | | * | *
| | Easy home accessibility | * | * |
| | Private entrance | * | | |
| | Private balcony/garden | | * | * |
| | Windows size and position | * | * | * |
| | Thick walls | | | * |
| | Greenery for fresh air | | * | * |

Table 2- Showing behavioral implications of the privacy in home design.

<table>
<thead>
<tr>
<th>How to achieve/regulate home privacy?</th>
<th>Behavioral implications of the privacy perceptions in their homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Previous / Current home</td>
<td></td>
</tr>
<tr>
<td>Environmental regulations: regulating privacy using physical elements based on the impact of the design</td>
<td>Social regulations: to regulate privacy based on impact of cultural norms</td>
</tr>
<tr>
<td>Behavioral regulations: to regulate privacy by adjusting your behavior based on the design</td>
<td></td>
</tr>
</tbody>
</table>
Table 3- Showing privacy functions.

<table>
<thead>
<tr>
<th>Privacy Functions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why do you need privacy? Why is privacy important?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Social privacy/immaterial needs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Personal autonomy or independence</td>
</tr>
<tr>
<td>2. Self-evaluation or identity</td>
</tr>
<tr>
<td>3. Emotional release or excitement</td>
</tr>
<tr>
<td>4. Limited and protected communication or reserved talking</td>
</tr>
</tbody>
</table>

3.5.2.2 Tools and tactics

This research uses several tools for data gathering to obtain a full image of the privacy dimensions. The tools used are semi structured interviews and participant observations. They are explained in detail in the sampling section 3.7.

Semi-structured interviews were conducted with the interlocuters at their homes however some of them did not feel comfortable to have the interview at their home, so we conducted a zoom video call instead and they showed me around their home through the camera. Conducting the interview at home gave me a better picture of what the interlocutor was describing in terms of elements and factors affecting their perception of privacy while those who were on a zoom call, where asked to further explain any data the researcher felt they needed to see, to have a better understanding. The researcher informed the interviewees that the interview will be recorded to avoid missing any of the information explained as taking notes while listening may affect the results accuracy and details. Surprisingly, all the interlocuters agreed as soon as they knew it was all confidential and no one would hear the recordings except for the researcher. At the end of the interviews, most of them expressed their interest in the topic and asked to be informed of the results as soon as the research was finalized. This made the researcher believe that their answers were truly in-depth and honest without exaggerations or giving answers that they felt the researcher wanted to hear. Not only that, but the researcher made sure to inform them that their honest opinion and not what they think people believe in general, is the purpose of the study. Having the interviews recorded made it easier to ask the right questions and not worry about writing them down at the same time. This created a comfortable and casual conversation while asking the questions. As a result, the interviewees were comfortable too. It also made me ask the right follow-up questions that were different from one person to another according to their replies.

Participant observation was a very interesting tool as I experienced a day in the home of each of the interlocutors who agreed to have a home interview. It served to develop an
understanding of the interlocutors in their natural setting and observe, for example, how they perceive a private entrance from a non-private entrance from their own perspective and not the researcher’s architectural perspective. It also facilitated more questions that was not planned on, as the researcher observed new factors on site. Given that the interviewees were not total strangers, they were either friends or acquaintances of friends, building rapport was not necessary, new friendships were even made after some interviews.

### 3.6 Sampling

The population of this study is people who used to live in homes located in the middle of Cairo city such as Mohandessin, Dokki, Heliopolis, Nasr City, etc... and then moved to gated communities located in New Cairo city or 6th of October city. I have selected specific developers such as Palm hills, Sodic, Mountain view and New Giza. The participants chosen are of upper/upper-middle social class, studying their perceptions and needs in their residential units’ settings through naturalistic deductive research. Gated communities that were chosen for this survey were based on popularity of the gated communities and availability of participants willing to participate in the interviews and do the survey.

The survey collected 208 responses. It was based on the snowballing method to collect the most reliable primary data resources and to be able to reach the community of a certain gated community. The researcher had to ask her friends to put the survey link in the gated community WhatsApp and Facebook groups to gather a higher percentage of people who live in the same gated community. Since reaching the entire population is impossible, a convenient representative subset of the population, aka sample, was selected. Sampling methods can be either random or non-random. For generating theory, as Glaser and Strauss (1967) discussed, theoretical sampling is the process of data collection whereby the survey analyst jointly collects, codes, and analyzes his data and decides what data to collect next and where to find them, in order to develop his theory as it emerges. As a result, the focus is on selecting information-rich cases for in-depth study.

Regarding the interviews, the total number of participants included in the research is 38 involving a spectrum of young adults, both males and females, however 7 participants were excluded for good quality accurate results. Qualitative methods permit the researcher to study issues in depth and produce a wealth of detailed data with a small number of subjects (Hyde, 2000). Homes of people who participated include apartments, duplexes, twin houses, town houses and stand-alone villas, which were summarized to three-unit types: 1) apartments, 2) attached houses and 3) stand-alone villas. These participants lived in gated communities by those 4 developers: Palm Hills, Sodic, Mountain View and New Giza, in total 31 interviews.

1. Ten interviews were conducted with interlocuters who live in apartments, seven in Sodic and three in New Giza.
2. Fifteen interviews were conducted with interlocuters who live in attached homes,
three in Sodic, five in Palm Hills, seven in Mountain View and two in New Giza.

3. Six interviews were conducted with interlocuters who live in standalone villas, two in Sodic, three in Palm Hills and one in Mountain View.

For accurate data collection and to avoid any biases, the interviewees were selected based on a snowballing sampling process. The interviewees chosen for the study met the specific criteria outlined by the researcher (Patton, 1990). The criteria’s characteristics are as follows:

- S/he must be able to understand the topic and the questions.
- S/he must be willing enough to try to remember and express her/his ideas.
- S/he must be willing enough to honestly represent information. In fact, s/he must trust in researcher.

As a result, any of the interviewees who did not have these characteristics were eliminated. The actual number of interviewees was 38, seven of them had to be eliminated because they were discreet in their answers and some even replied with one word per question without giving reasons, when asked for elaboration. They would rephrase their answers to be typical of what people think in general. This would jeopardize the results since it is a generalization done by a single person for what he believes people think.

A general observation was that no two interlocuters ever describe the same story with the same picture or description of what takes place. However, researchers do not look for the sameness or replication of instances, but of the characteristics of instances. That is what analysis is all about. (Bryant & Charmaz, 2007). This does not negate the fact that there are exceptions, but the researcher is always looking for repeated socio-cultural patterns rather than exact same words. It is more of looking into similar themes, abstract ideas, and recurring codes rather than alike words. Once the researcher is convinced that s/he understands what s/he sees, can identify it in many forms, and it appears culturally consistent, then the category may be considered saturated, and sampling may cease (Bryant & Charmaz, 2007). While quantitative methods generally work with few variables in many cases; qualitative methods try to manipulate many variables in few cases (Creswell, 2013). It can be that since this research’s goal is not to determine the occurrence that a trend gives rise to; it is allowed to grow and to paint a broad portrait of the issue under study. A field researcher instead of being worried of the percentage of individuals in the population, can claim that "What I have found true of the people in this study is likely to be true of any people placed in this situation " (Kidder& Judd, 1986).

An IRB training program was completed for the social and behavioral research curriculum group under requirements set by The American University in Cairo, to make sure that all human rights are preserved. A consent form was written and signed by the interlocutors at their home and in case of a zoom meeting it was read aloud to ensure the confidentiality and privacy of the information provided by the interlocutors. All items of the research such as the title, aim, purpose, duration, interview questions and consent were revised and approved by Chair of IRB at AUC, Heba Kotb.

3.7 Data analysis techniques
This part of the research entails tools and techniques that are used in the research analysis of the data collected from the previously mentioned aspects and methods including: Factor analysis of quantitative data, thematic analysis of qualitative data, comparison evaluation of the previous home to the current home regarding 1) the factors affecting the perception 2) privacy regulation mechanisms and 3) privacy importance change. A comparison of residential unit types was conducted regarding the same factors. It also includes cognitive mapping and triangulation of data for more elaborate and accurate results and analysis.

### 3.7.1 Factor analysis

Factor analysis is particularly suitable to extract a few factors from the considerable number of related variables to a more manageable number, prior to using them in other analysis such as multiple regression or multivariate analysis of variance. (Shrestha, 202) Sometimes adding more statements in the questionnaire fail to give a clear understanding of the variables. With the help of factor analysis, irrelevant questions can be removed from the final questionnaire (Shrestha, 202). Factor analysis is for the quantitative data extracted from the digital survey to distinguish the factors triggering the variables of the survey to assess people’s privacy satisfaction in their previous home vs. their current home. This was based on gender, age, and unit type. Survey analysis is mainly evaluated through the factor and correlation analysis. This shows if different factors affect the percentages of the responses to produce conclusions that are tailored to the right user or group.

### 3.7.2 Thematic analysis

This type of analysis can be the base of all analyses. The process involves data reduction, coding, interconnecting, to thematizing (Groat and Wang, 2013). It involves transforming the research questions combined with the recurrent literature review theories and definitions into themes and codes that depicts the essence of the significant data. **Analysis and Thematization** is the first step after collecting raw data from the interviews. A table is created divided into common questions asked in the interviews. The answers are translated into themes to simplify data gathered. It is important to keep revisiting the research questions and objectives to make sure the themes extracted from the interviews are coinciding. All quotes from the interviews that suggest a certain theme are placed in the same column to quantify the results. This is used as a guidebook for obtaining themes and codes to make sure they are feeding into the right research focus which leads to extracting more in-depth concepts and ideas. For the three themes extracted: perception, implications and needs, nine subcategories are extracted for further in-depth analysis; that is before “**Categorizing and Coding**” takes place. Also, data organization and reduction is important to eliminate any anomalies that may jeopardize the results. The gathered data uses inductive and deductive coding approaches as new codes are discovered form the answers other than what was known from the literature review. Deductively identified codes from the literature review were developed into inductively derived codes that
serves the working hypothesis. Summarizing all codes produced, create a codebook that is verified with the interviewee’s transcripts. Common quotes that support a certain code are extracted to validate and verify the analysis.

### 3.7.3 Comparison evaluation

This section of the investigation represents a comparison between two sets. The first set of comparisons is between the previous home and the current home, the second set of comparison is between unit types. Both sets reevaluated for the two themes: factors affecting privacy perceptions and privacy regulation mechanism. The unit types are apartments, attached villas and stand-alone villas. For each type I compare privacy satisfaction, privacy importance and privacy perception through exploring the social and physical elements of privacy as presented in Table 1 above. Also, the frequency of using privacy regulation mechanisms for each unit shows if the unit type setting has a different effect on interlocuters’ behaviors as shown in Table 2 above.

### 3.7.4 Cognitive mapping

A **cognitive map** is any visual representation of a person’s (or a group’s) mental model for a given process or concept, they have no visual rules that they need to obey, there is no restriction on how the concepts and the relationships between them are visually represented. (Gibbons, 2019) This is a feasible tool that facilitates organizing ideas whenever the themes or codes are overflowing and abundant, it helps organize thoughts, visualize ideas, and surface relationships to reach a flow of notions that make sense. You can easily detect any error in the flow as soon as you have a full map with drawn arrows showing the stream of concepts, how they are divided and formed. The usage of these maps is to show and explain the logic of how, what, when where and why of the privacy concept. It intersects multiple levels and layers from different viewpoints that emerged from the different analysis techniques and different guiding dimensions such as perceptions, regulations, and needs. It is also used to interconnect different unit types and summarize ideas and facts as in the literature review (figure 30).

### 3.7.5 Triangulation of data

Triangulation refers to the use of multiple methods or data sources in qualitative research to develop a comprehensive understanding of phenomena (Patton, 1999). Triangulation also has been considered as a qualitative research approach to test rationality through the merging of data from distinct sources. Denzin (1978) and Patton (1999) identified four types of triangulations: (a) method triangulation, (b) investigator triangulation, (c) theory triangulation, and (d) data source triangulation.

1. **Methods triangulation** is the use of multiple methods to study a situation or phenomenon. (Hales, 2010)
2. **Investigator triangulation** is the use of more than one investigator, interviewer,
observer, researcher, or data analyst in a study. The ability to confirm findings across investigators, without prior discussion or collaboration between them, can significantly enhance the credibility of the findings. (Hales, 2010)

3. Theory triangulation is the use of multiple theories or hypotheses when examining a situation or phenomenon. The idea is to look at a situation/phenomenon from different perspectives, through different lenses, with different questions in mind. (Hales, 2010)

4. Data triangulation is the use of a variety of data sources, including time, space, and persons, in a study. Findings can be corroborated and any weaknesses in the data can be compensated for by the strengths of other data, thereby increasing the validity and reliability of the results. (Hales, 2010)

This research uses the method triangulation since multiple methods are being used. It also uses the investigator due to the 38 interviews conducted. Theory triangulation is utilized since I explored several privacy theories by several people as mentioned in Chapter 2, section 2.1.2, and finally the research also employs the data source triangulation due to several sources used to extract results.

Chapter 4
Analysis and Results
Privacy Transformation Reality

4.1 Introduction

This chapter shows the reality of privacy perceptions transformations from one home to another and its relation to architectural modernity concepts. It discusses 1) the
correlation between people’s home privacy satisfaction and the current level of their home privacy, 2) their behavioral implications regarding privacy concerns in their home’s outdoors and indoor spaces and physical elements used for privacy regulation and 3) their needs and expectations of their home design privacy level. The first two themes are being used to compare the previous home and the current home in gated communities to explore if the change of physical and social settings affect the perceptions of privacy. The survey presents the “what” and “how” of privacy concepts and the interviews present the “why’s” as previously mentioned. The interviews outcomes address the third theme results. Results from both the survey and the interviews are analyzed simultaneously as the overlaying of the two levels of analysis produce and build a comprehensive interpretation of the privacy perceptions transformations. The three themes previously mentioned answer the research questions, for each theme, more detailed sub questions are being asked in the interviews and the surveys to answer the bigger research question. All interviews’ questions can be found in appendix A, all interviews’ tables are in appendix B and all survey charts are in appendix C.

4.2 Demographics and background

This section discusses demographics for both the survey and the interviews. The survey collected 208 responses. As shown in Bar chart 1, there was a wide range that answered the survey with a 62% of people between the age of 25-34, 17% between the age of 18-24, 6% between the age of 55-64, 10% between the age of 45-54 and 6% between the age of 35-44, see appendix C for detailed graphs. Sixty-two percent were female and 38% were male. Regarding the area in which they live now, the survey answers were divided upon popular gated communities across new Cairo and 6th of October cities as mentioned earlier with Beverly hills of the highest percentage of 31% as shown in (Bar chart 1). As a result, we have 45% who lived in Mohandessin/Dokki as their previous home and 20% lived in Zamalek. Regarding the current home type, 27% live in apartments, 33% live in duplexes, 14% live in twin villas, 14% live in town houses (attached villas: 70%) and 12% live in stand-alone villas (Bar chart 2). So, the highest percentage is for the attached houses category of 61%, then comes apartments of 27 % and finally stand-alone villas of the smallest percentage of 12 %.
For the interviews, as mentioned in section 3.7, thirty-one interviews were conducted. All personal information of the interlocutors such as their unit type and its description, gated community, code used after quotes, status, age, and previous home, are included in appendix B. The highest percentage of people interviewed is the attached homes of 49%, apartments of 32% and stand-alone villas of 19%. As shown in Chart 3 below.

When asking people what is main motive behind their desire for privacy? The results show that religion is not the main reason, and the majority considers themselves “somewhat religious” with 63.46%, which is unlike what the literature review has showed in section 63-63.
2.2.5. Proving that privacy perceptions in relation to religion has changed. Moreover the results show, that the main motive behind the desire of privacy is mainly personal with a percentage between 70-80% between different genders, then comes psychological with 55 %, religious and cultural for 28%. As for age as a factor, results showed that age may affect the desire for privacy nonetheless “personal” is still the first reason in all ages. See appendix C for more details.

4.3 Privacy importance

Interlocuters emphasized that privacy is important to them. Although they noted that better visual privacy could be more pleasing and wished their home were of a better design that provided better immediate visual and acoustic privacy, but they are also satisfied with the general level of privacy. Since, the research explores the change or transformation of people’s privacy perception, investigating people’s perception regarding privacy importance shows their new tolerance to privacy levels and their prioritization to other aspects other than privacy. Results have shown that people are happy with the general level of privacy in their homes and are adjusting their behavior according to the design.

4.3.1 Survey results: (Gender as a factor)

First, this section answers the research question, “how do people perceive/define privacy in their home design?” In the survey, for the question “how important are each of the privacy types to you?”, gender influenced the answers. The rating of privacy’s importance is a weighted average rate out of 5, where five is very important, four is important, three is neither important nor not important, two is not important, and one is least important. For visual privacy, the female weighted average is 4.39, while the males are 3.79, see appendix C. For acoustic privacy, the males’ weighted average is 4.05, while the females’ is 3.88. For social privacy, the females’ weighted average is 3.3, while the males’ is 2.78. For security privacy, females’ weighted average is 4.55, while males’ weighted average is 3.89. This indicates that males’ preference for privacy types is acoustic privacy and security comes after, while females’ preference for privacy types is security privacy and then visual comes after. So, the combined weighted average for both genders regarding the importance of privacy types is 4.31 for security privacy, 4.17 for visual privacy, 3.94 for acoustic, and 3.12 for social privacy; see appendix C for more details.

4.3.2 Interviews results

Regarding the interviews, they discuss the “why’s” of privacy importance based on what interlocutors explained while talking about their home privacy or what they answered when asked why privacy is important to them using the deductive approach. This is because they all expressed that privacy was essential to them. And this answers, “Why do you need home privacy?” The following chart 4 shows percentages of keywords defined
by the interlocutors, while Table 4 shows the percentage of keywords translated to privacy functions mentioned by interlocutors. Chart 5 is a summary explaining the following text: Two females aged 25-34 explain that they need privacy because it provides solitude and seclusion.

Five females have expressed that privacy is important because it provides individual and social cognitive freedom, as explained by Gifford, and it provides solitude, anonymity, and seclusion, as defined by Westin. They used the words: “Not to be shared, private life, not seen or heard, Control, be at ease, feel safe, Intrusion, personal space, Comfortable, private space, feel forced, and feel at ease.”

A 25-year-old male living alone, a 26-year-old female, and a 30-year-old female living with their families pointed out that acoustic is the most important privacy type as it provides seclusion. They used the words: “Quietness, Control, private space, not heard, Disconnect, quietness, calmness, and control.”

A 23-year-old female living with her father and sister explains that privacy is important because it made her realize the meaning of acoustic privacy, which provides seclusion; she also prefers neighboring. They used the words: “Quietness, direct contact, and not heard.” Solitude and intimacy were expressed as reasons by a 49-year-old female living with her husband and three daughters and a 28-year-old female living with her family. They used the words: “Not seen, not exposed, and free.”

A 25-year-old male living with his mother and brother explained that privacy’s importance lies in solitude, intimacy, and seclusion. They used the words: “Territory, ownership, disconnect, family.”

Three married females aged 25-33 explained that solitude, anonymity, and reserve are why privacy is important to them. They used the words: “comfortable and not seen.”

Two 25-year-old males living with their families each explained that privacy importance
lies in solitude, intimacy, anonymity, and reserve. They used words such as “not known about, at ease, freedom, private life, control, family, disconnect, and personal space.” Below is an interesting quote mentioned by one of them:

“For me, privacy at home is extremely important; I like to be more private. Outside home, I am extremely outgoing, but once I am inside, I respect my family members’ privacy, and I would not say I like to mix my home sanctuary and my friends. I want to find at home the opposite of what I find on the street, the ability to control the different settings’ desired needs and moods. “وقت ما أحب في البيت”. Once in my home, I am not connected with anyone outside. It is my personal space; no one can intrude on my space inside my house.” (Code: AV-PH-6)

Table 4 - Interviewees mention the reasons for moving to a gated community in the interviews.

<table>
<thead>
<tr>
<th>Why do you need privacy? Why is privacy important?</th>
<th>Detailed Privacy functions based on keywords said by the interviewees in the interview</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1. Personal autonomy or independence Rating 9 Private space Rating 3 At ease Rating 8 Control Rating 4</td>
</tr>
<tr>
<td></td>
<td>Not seen/exposed</td>
</tr>
<tr>
<td></td>
<td>2. Self-evaluation or identity Rating 8 Personal space Rating 3 Comfortable Rating 6 Anonymity Rating 2</td>
</tr>
<tr>
<td></td>
<td>Not heard</td>
</tr>
<tr>
<td></td>
<td>3. Emotional release or excitement Rating 2 Private life Rating 8 Quietness Rating 4 Intrusion Rating 2</td>
</tr>
<tr>
<td></td>
<td>Safety</td>
</tr>
<tr>
<td></td>
<td>4. Limited and protected communication or reserved talking Rating</td>
</tr>
<tr>
<td></td>
<td>Freedom Rating 5 Disconnect Rating 3</td>
</tr>
<tr>
<td></td>
<td>Territory Rating 2</td>
</tr>
<tr>
<td>N</td>
<td>19</td>
</tr>
<tr>
<td>Total Percentage %</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>13</td>
</tr>
</tbody>
</table>

Chart 5 - Privacy functions as expressed by interlocuters.
In conclusion, the design should be adaptable and accommodating to the needs expressed by the interlocutors in the interviews to have the desired privacy level equal to the achieved and have the perfect design for the resident. As mentioned in the literature review, from a cultural perspective, differences in amounts of desired privacy are not as crucial as the mechanisms by which people achieve these levels of privacy (Rustemli & Kokdemir, 1993). Thus, adaptability of the design to fit people’s diverse needs is preferred.

4.4 Privacy definitions

How people define privacy is an interesting factor in how people perceive privacy types’ importance. The survey results show people’s definition of home privacy according to privacy types. Gender is not an indicator for home privacy definition; see appendix C. The highest percentage of “how people define privacy” is 73.08% for visual privacy, 53.85% for acoustic privacy, 48.08% for security privacy, and the lowest is 34.62%, to have social privacy. Regarding the interviews, to have more accurate answers, I emphasized that they should express the first word that comes to mind when thinking of home privacy to have genuine answers. Also, most people defined home privacy as visual privacy, as mentioned by (Code: A-S-2) and (Code: AV-MV-11), while others said that this might not be the case in their current home, which is not to be seen. Below you can find their quotes:

“To not be exposed, when you are sitting in your home, you don’t feel like sitting in the street, which might not fully be the case in October” (Code: AV-PH-3)

“To not be seen, which is not the case in my new home, and it is not disturbing me. I am ok with it” (Code: AV-MV-13)

And then interlocutors (Code: A-S-5), (Code: A-S-6), (Code: AV-NG-15), and (Code: SV-MV-6) defined privacy as visual and acoustic, they do not want to be seen or heard by their neighbors inside their own home. (Code: A-NG-9) explained that the reason was “because I don’t know how people think or what is their mindset” while (Code: AV-MV-12) explained that “for someone to see me inside my home is very annoying.” Also, (Code: SV-PH-4) and (Code: SV-PH-5) pointed out that they will not be comfortable if they can hear or see their neighbors or know they can see or listen to them. Moreover, others explained it as freedom in your own home space, as Westin (1967) and Gifford (1987) mentioned.

“To have your total private space and feel free at your house and do whatever you want with no worries that someone can see you or hear you.” (Code: AV-S-3)

Thirdly, people who expressed that home privacy is acoustic privacy:

“I will say acoustic privacy and have no noises 24/7 around me.” (Code: A-S-4)

“Acoustic privacy, to not be heard by others while you are inside the house, even on my balcony” (Code: A-S-3)

“The quietness” (Code: AV-MV-10)

Fourth comes people who defined home privacy as social privacy, which is social cognitive freedom, as defined by Gifford to be freedom from the expectation of others. Some mentioned the interactions to be minimal or restricted, such as (Code: AV-S-2), (Code: AV-MV-9), and (Code: A-NG-8), while others mentioned that they like to have control over
these interactions or encounters, such as (Code: AV-S-3), (Code: AV-PH-6) and (Code: AV-NG-14).

“I think home privacy is social privacy, as I prefer minimal interactions with neighbors” (Code: AV-MV-9)

“Social privacy is for me home privacy, ﯾﺑﻘﻲ ﺑﯾﺗﻲ مﻧدﺧﻞ في بیتني” (Code: A-NG-8)

The majority of people expressed home privacy as security privacy. They pointed out that they first consider feeling safe for their home privacy.

“Security privacy is for me home privacy” (Code: A-S-1)

“Mostly I think security, as I said, we didn’t suffer from the others” (Code: AV-PH-5)

People who mentioned more than one privacy type as their definition of home privacy:

“For me, home privacy is to have restricted interactions with the neighbors, to feel I’m not exposed in my own private space, and not to have noises that would disturb my quiet time inside my home” (Code: A-S-7)

Others stated that home privacy is solitude and reserve, as mentioned by Westin’s privacy states:

“Personally, I think visual privacy; I wouldn’t say a specific type of privacy but mainly, to a certain extent, to be isolated because this is my home, where I need to find my privacy, visual, acoustic, or social.” (Code: AV-PH-4)

“Not to be exposed. And exposed can go under many things visually, socially, and acoustically” (Code: SV-S-1)

In conclusion, we can see that most people define home privacy as not being exposed, which is visual privacy. Acoustic privacy comes in the 2nd level, then social and security privacy comes in the last. Thus, we can conclude that visual privacy is important because they define home privacy as visual privacy.

4.5 Privacy satisfaction level

This section investigates people’s satisfaction regarding the privacy level in their previous home vs. their current home. It also explores if they customized their homes or adapted their behaviors to achieve privacy, this answers the research question: “Is people’s desired privacy achieved in their new homes? How and why?”

4.5.1 Survey results

In Chart 6, the weighted average is out of five, it shows that satisfaction with all privacy types was higher in the current home than in the previous house. For the current home, all privacy types have a weighted average above four or slightly below four, corresponding to a rating of “satisfied.” The previous home’s weighted average rating is approximately 3 for visual and security privacy, corresponding to neither satisfied nor dissatisfied. While the acoustic ad social corresponds to “dissatisfied.” However, 62.37% still felt privacy in their previous home, and 37.63% did not. 86.21% said they felt privacy in their current home, while 19.54% said they did not.
4.5.2 Interview results

This answers the research question, “what factors affect and shape their perception of privacy in both homes?” The reasons they felt privacy in the current home are analyzed for each unit type. Two settings affect privacy satisfaction and perceptions: the social and the physical setting. The physical setting is divided into space, sight, sound, and security, as shown below:

4.5.2.1 Current home physical setting:

The physical setting is divided into space, sight, sound, and security, as shown below:

- **Security** is the same because the broader social level is similar for all unit types. They all expressed satisfaction with the broader security privacy level that made them feel safe; however, some said that sometimes the security guy is standing on the street directly in front of the windows for units on the ground floor. However, when they contacted the company’s administration, they responded by informing the security guy to stand in another spot. However, this was never a main reason to show full dissatisfaction.

4.5.2.1.1 Apartments:

For apartments, they emphasized that **space** is better regarding parking spots and fewer neighbors per floor. Also, the urban setting allows for better acoustic and visual privacy, but they wished it were better. If the design had considered more space between the buildings, balconies, and landscapes, privacy would have been much better.

**Sight and sound** for apartments could have been more satisfying as the majority were on the first or second floors, which were so exposed from the street visually and acoustically. Some mentioned that their bedrooms were exposed to the streets and the neighbors, not only the reception or the living room. Others mentioned that they could hear their neighbors from the kitchen windows or while sitting on the balcony; a 37-year-old female living with her husband and kids explained that:

“However, we are **visually exposed**; I wanted better; I would have chosen a third floor, not a first floor; I am **not satisfied** with being exposed that much from the passersby. My master bedroom is
Exposed to the street. I am always closing the curtains” (Code: A-NG-9)

4.5.2.1.2 Attached villas:

Space for attached villas is satisfying as it is better than the apartments in their previous homes. The good spacing between units allows for meeting social privacy. A 33-year-old female living with her husband and kids explained that: “The whole street is made up of townhouses, and you get to say hi to others maybe while taking your car out, which makes for a comfortable personal bubble, as opposed to apartment buildings where you are forced to bump into people as soon as you get out of your door. I like how the concept of neighborhood is applied here; people are familiar with each other but do not feel the pressure of mingling unless they feel like it socially” (Code: AV-PH-7).

However, a smaller percentage of people has expressed that the design needs more space for better privacy, as defined by a 38-year-old female married with children: “Yes, I am satisfied, but if the design had taken into consideration more space between the buildings and more landscapes, privacy would have been much better.” (Code: AV-MV-11)

Regarding the Sight of attached villas, people are satisfied with the visual privacy level. However, they can easily be exposed without closing the curtains or sitting in their gardens. People with roofs have better privacy since they are the ones who tell the gardens of the lower duplexes. The majority highlighted that having only one neighbor to expose them is better than having many. They gave up on the possibility of having a fully private home. As a result, they adapted to the design, as this is discussed later in the behavioral implications of the privacy level in their current home. A 49-year-old female married and living with her husband has highlighted that: “I’m satisfied with the privacy level in my garden, I use it daily, but it will bother me if my neighbors are always facing my garden, but I got used to it” (Code: AV-MV-13)

Also, a 23-year-old female highlighted that the developer is allowing very high fences. Hence, they control their visual privacy inside their garden only for passersby but not for people in duplexes on the upper floors. “The garden has better privacy because they are allowing a very high fence with greenery; ours is now 5-6 meters high, so if we are sitting in the garden, our adjacent neighbors won’t see us at all due to the very high fence, but the neighbor in the upper floor would see us from his balcony” (Code: AV-MV-12)

The sound is nearly the same for attached villas and stand-alone villas, and it is better regarding noise in the street, which is nonexistent. The only dissatisfaction expressed by people in attached villas was that they were heard by their neighbors while sitting in their gardens or balconies and could hear their neighbors; as described by (SV-MV-6), it feels as if they are living with you because they share a wall. But stand-alone villas have the best level of acoustic privacy as they do not share this wall.

4.5.2.1.3 Stand-alone villas:

Space is satisfying for people in stand-alone villas due to the nature of the unit type; however, Sight is not as satisfying as they wished, as expressed by (SV-PH-4), (SV-PH-5)
and (SV-MV-6):
“Yes, privacy improved. I feel a bit more isolated from distractions in the previous location; it is quieter and more relaxing because we are not concerned with others’ privacy; it is different from the previous home to the current home. Overall, even though the privacy level is not perfect, it is better than our previous home” (Code: SV-PH-4)
“Privacy for me is not being seen or heard by others. For instance, if I apply it to my case, visual privacy on our first floor is great, yet at night it shows what is happening inside through the windows” (Code: SV-PH-5)
“In my current home, I’m not satisfied with the kitchen window because it’s directly on the street, so we put some curtains, and we planted a tree in front of it to save our visual privacy from the passersby” (Code: SV-MV-6)

4.5.2.2 Current home social setting:

For all unit types, factors affecting the social setting are the same, apartments would differ a little bit since the density of units per area is higher than Attached villas and stand-alone villas, but generally, they are all satisfied. Interlocuters have emphasized that their mindset regarding social interactions with their neighbors has changed. People mind their own business and do not reach out to get to know each other except for a minority. This would be because of their personalities. It is like a silent agreement between neighbors not to stare and let everyone enjoy the large window with the view without making anyone feel stalked or letting their neighbor use their balcony without intruding on their party by using his balcony at the same time. A new culture was created to fit the contemporary/modern/current design context. As a result, there is more social privacy between the neighbors; everyone feels more socially private. The majority has agreed that the absence of the random social context that existed in their previous home, such as the porter, and the random shops existing in the residential area affect all types of privacy. These shops have workers of different backgrounds that make the inhabitants not at ease from the side talks, staring, interfering and sometimes harassment for girls. The disappearance of all these aspects is the most relieving thing that has happened. The following are some quotes from each unit:

4.5.2.2.1 Apartments:
“If they are having a party, I can hear them, so I do not go out on my balcony. Well, there is this situation that always happens, that they do not come out when they know I am in my balcony, and I do not come out when I hear them in their balcony, so it is like a silent agreement” (Code: A-S-5)

4.5.2.2.2 Attached villas:
“There are two factors that affect privacy. First, the density of people is far less, you care about privacy, but you are not worried like before, and second, the exclusivity of people makes you think that people will not be looking “ complète مشكلة مش هيبصر” but yes, the privacy perspective has changed.” (Code: AV-S-1)
“Not opening my front door and finding another apartment door right in my face is a huge deal. It
always felt like an invasion of my privacy and theirs. Even if we are in a townhouse, we still have a private entrance, which prevents such encounters daily and lowers the probability of bumping into people coincidentally” (Code: AV-PH-7)

4.5.2.2.3 Stand-alone villas:
“\textit{I’m satisfied with social privacy because I’m not forced to deal with neighbors if I don’t want to}” (Code: SV-S-2)
The following factors affect privacy satisfaction and perception: culture, age, gender, and background. These factors affect perceptions differently because various personas, backgrounds, and ages live in these units—the best solution is to have a design that adapts to the changes. I believe a modern home, or any future home should have this flexibility, whether private or un-private as the resident wants. This idea of controllability is essential, as mentioned in the literature review section 1.2. The home must be as resilient and as adaptable as it can be, and how space can be responsive not only to the environment but also to the home unit; as the needs change, at some point, I think this is in the future home, that it responds automatically to any state you are in, and accordingly it changes the privacy levels. It can easily fluctuate between levels. If inhabitants have to adapt to the house, it should adapt to them. A female living with her husband and three girls mentioned that: “Honestly, the \textit{human being adapts}, we get used to it, and we adapt our behaviors to the new lifestyle circumstance; it is also because we have kids, so we are not annoyed, as long as it’s making the kids happy.” (Code: AV-S-2)

4.5.2.3 Culture as a factor affecting privacy perceptions:
There was a minority who expressed their dissatisfaction with the design about the visual privacy, which affects the sight as they mentioned that we were a middle eastern culture that does not tolerate these modern designs that expose people in their homes, so they have to use privacy strategies to adjust privacy. Two females in their forty’s living with their husbands and kids said the following quotes:
\textit{I do not know what the developer thought when he designed these houses. He wanted to enlarge the view very much so people can see the landscape designed in the compound, but we are Middle Eastern at the end”} (Code: AV-S-2)

“Visual privacy is very important to me; we live in an eastern society, we are Muslim, and I wear the hijab, and I don’t like anyone looking at me or seeing me while I am at home” (Code: AV-MV-11)

4.5.2.4 Age as a factor:
Age is a factor that affects the privacy perception. It is considered the contributing factors that affects the change of the perception over time due to the change of surrounding circumstances and life events, as explained by this 27-year-old female who lives with her family in a stand-alone villa:
“Well, because I was at a younger age, it was not that important, but now, as a grownup, I always have it at the back of my mind that I am not exposed and not to be seen by the gardener in the
garden, so yes now it’s more important for me to have this visual privacy. Also, when I go out on the balcony, I take care of what I am wearing. I feel that because it is different ages. If I were the same age, I think it would have the same importance” (Code: SV-MV-6)

The following female in her 40’s has explained that getting married to a person who is more open minded than her has affected her privacy perception and having kids has further changed these perceptions:

“Our priorities changed. We took this house in 2007 when we had our youngest daughter, only one-year-old, and the oldest was seven. Also, because I am a late 40s lady and have three kids, I do not care about privacy like before” (Code: AV-S-2)

4.5.2.5 Gender as a factor:
Gender is a factor that also affects the perceptions of people, but it is not the main factor as it is possible that a male may have a stricter perception of privacy than a female. As mentioned by a 30-year-old female living with her family: “Because I’m also chill, I’m not the kind of person who would say ﻓﻠﻲ ﻣﯿﻨﻔﻊ ﻟﺪ ﻲﺷﻮﻓﻨﺎ, and at the same time I want to open up and see the view in front of me, enjoy what we paid for” (Code: SV-PH-3)

While a 25-year-old male Living with his family has mentioned that:
“My personal perception about privacy at home, is stricter I do not like to share my home with people I like to be more private at home for example when someone asks to come to my house for work. I do not like the idea because I do not like to be at home with a group of people due to my family members as we respect personal space for each other. I like my home to be private, I am not connected with anyone outside it is my personal space no one can intrude on my space inside my house” (Code: AV-PH-6)

But still we can find the perception of a male that is less strict than a female as mentioned by this 25-year-old male:
“Personally, it is not a concern to me; for example, I do not mind if one of the neighbors is looking at my windows or balcony. Personally, I will not be bothered at all. For me, if I’m alone at home, it won’t bother me at all, but in the case, I have family members, it would concern me; I wouldn’t say females would have the same comfort I find in being seen or heard by their neighbors, but from my male friends I am still a bit more comfortable than them” (Code: AV-PH-4)

Also, there are females who are strict with privacy, and they mention that because they are females, it is a personal issue, they think that way:
“My mother had this privacy phobia with having a very high greenery fence for full visual privacy; she doesn’t want to be exposed while sitting in her garden because she doesn’t want to be forced to wear the veil every time she goes out in the garden” (Code: SV-S-1)

Yes, it is important to me because it makes it easy to be yourself and gives you control over your life. I feel it is very important, especially since I am a female; I think having visual privacy gives me
the freedom to walk freely inside my home and in the garden of my home, and no one can see me; it makes me feel safe in the place I am in, to be visually private.” (Code: SV-MV-6)

4.6 Reasons for choosing a gated community

The reasons for choosing a gated community were questions in the survey and the interviews. Asking it in the interviews gave more in-depth answers. Chart 7 below shows percentages of reasons people moved to gated communities. People chose a gated community for a better quality of life with a rate of 81% and to be modern with the least percentage of 15%. No visual and social privacy comes in the middle, with 23% and 20%, respectively. See appendix C for other reasons people chose a gated community, such as proximity to services, nostalgic feeling, a getaway from the noisy, crowded Cairo, parking issues, away from sexual harassment risks, more safety, more greenery, and others got married, that were their husbands got a house. This shows that newly married people nowadays choose gated communities as their priority when considering buying their homes; However, it might be expensive or less affordable than homes in non-gated communities. It is the new trend. Also, it was mentioned by an interviewee: “For me, I wanted to move to a secluded entity, especially while planning for marriage; I wanted to stay away from apartment buildings entirely” (Code: AV-PH-7)

The interviews also mentioned the same reasons; when I asked interlocutors why they chose a gated community, they mostly answered for security. As mentioned in the literature, safety is a basic human need, one of the apparent reasons people choose gated communities. Moreover, the gated community mainly provides services in a separate area from residential ones, which guarantees a higher level of privacy as you will only be in contact with people with the same social background, with less passenger traffic. Just because it is a gated community, there is more privacy in general, as mentioned in section 3.1, the broader social level of privacy. Also, most people emphasized in their conversations that it became crowded where they lived due to the high density of buildings and cars that increased over time. The pollution became unbearable, and the views of congestion were too much, creating a lack of space in parking spots. Table 5 below shows keywords mentioned by the interlocutors in the interviews. Reasons were explored according to the physical and social settings.

Table 5 - Interviewees mention the reasons for moving to a gated community in the interviews.

<table>
<thead>
<tr>
<th>Reasons for moving to a gated community</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crowdedness and forced interactions</td>
</tr>
<tr>
<td>No visual privacy</td>
</tr>
<tr>
<td>Buildings density</td>
</tr>
<tr>
<td>Parking spots</td>
</tr>
<tr>
<td>Apartments per floor</td>
</tr>
<tr>
<td>heard by or hearing the neighbors</td>
</tr>
<tr>
<td>Noise in the street</td>
</tr>
</tbody>
</table>
4.6.1 Previous home Physical setting:

The physical setting included space, sight, sound, and security. The first aspect is the space which is the feeling of being encroached on by others, having forced interactions, or feeling that your own space is violated. The crowd and parking issues were widespread, as mentioned by interlocutors. Also, the high density of buildings led to no visual privacy and having to close the windows all the time to act freely inside the home. They also pointed out that buildings are so close to each other’s led to having balconies remarkably close and windows showing neighbors in the homes even though they are not large windows like those in the gated communities. Also, approximately 70% mentioned that the apartments per floor density affected their visual and social privacy, which also affected the second aspect, the sight, as the adjacent buildings allowed for being easily exposed. Sound, interpreted in terms of noise in the street, was a massive factor in why people moved to a gated community. It also did not allow them to use their balconies because of how noisy it would have been and not be able to enjoy a relaxing time in the open air. Finally, security was not an issue with most interlocuters, which is ironic since this is the most satisfying aspect they expressed in their current home. This shows that unless you have a problem, you do not feel it is necessary unless you experience it.

4.6.2 Previous home social setting:

For the social setting, people have highlighted that it became crowded where they lived; it was very noisy due to the mixed-use residential areas they lived in with the diverse services. These unplanned services created noise in the street from the several coffee houses (قهوة) to the bread guy to the vegetables and fruits lady to the “robabekia” guy, all
in the street. They also emphasized that people interfered with everything around them. So also, having this forced interaction with the port man is not preferable for some of them as it affects their social privacy.

Moreover, when asking people in the survey if privacy was one of the reasons they moved to a gated community, 72.41% said yes, 27.59% said no, and gender was not a factor affecting the answers. Both males and females had remarkably close answers. Which again shows that privacy is essential. Since the literature review has shown how men designed private homes to protect their women from outsiders, the results are analyzed according to gender results. This offers women’s accurate perception of the privacy issue, and if it is their own will to have this visual privacy, not the cultural norm Egyptians had in the past. Also, getting an accurate perception of men towards privacy is interesting.

4.7 Reasons for choosing the unit type

The survey has shown that for the question asking, “Why did you choose this unit type?” People who live in apartments as their current home chose this unit type because of its location in the gated community with a percentage of 65%, and privacy of 35% is the following reason. For attached villas, being affordable was the main reason (71%), and then comes privacy (58%) why they chose the unit type. For stand-alone villas, privacy is the main reason (68%), while the other three are less than 20%, see Appendix C. This shows that unit type affects people’s perspectives of privacy. So, we can see a recurring result in the interviews as the survey, where people seem to choose the attached-villa unit type the most for the same reasons, as expressed by a 35-year-old and 33-year-old female both married with children, respectively:

“More affordable than a stand-alone villa while offering almost the same benefits as one” (Code: AV-S-1).

“For us, this was a more affordable option in comparison to the budget of a private villa. We had the town option of 4 units stuck together or the twin villa with two units. So, we went for the second better option, for it was more affordable and private” (Code: AV-PH-7)

They explain that it almost provides the benefits or spaciousness of a stand-alone villa, and at the same time, it is not in a building with a shared entrance; you only share a wall with your only neighbor if it is a twin villa or two walls if it is a town house. So basically, it has fewer neighbors than an apartment building. Also, residents get to have their roof or their garden. They also expressed affordability and offered similar privacy to stand-alone villas. Thus, people choosing this unit type were looking for privacy and affordability. Hence, we can say that people still care about having privacy and consider it a basic human need.
4.8 Behavioral implications of the home privacy level

This part is investigating behavioral implications caused by the level of home privacy. These implications are a result of the privacy regulations used by the interlocutors to adjust their privacy if it is lacking. It answers the questions: “How can you achieve/regulate home privacy?” What privacy strategies do you use to adjust privacy level in your home context? and “When and where do interlocuters regulate privacy?” These regulations are divided into environmental, social, and behavioral. The analysis is exploring these regulations in the previous home, in the current home and then comparing between them to see if any changes occur due to the change of the physical and social settings in both homes.

4.8.1 Interviews results:

The current home is analyzed according to the three unit’s types: apartments, attached villas and stand-alone villas, as each unit type may differ in the privacy regulations. Regarding the previous home, all interlocuters lived in apartments so there are no different unit types.

4.8.1.1 Previous home

4.8.1.1.1 Environmental regulations

This is to regulate privacy using physical elements based on the impact of the design. Most people emphasized that they relied on curtains to regulate visual privacy in the indoor spaces of their previous homes. Also, the majority have wooden shutters, which they emphasized that they loved and missed in their current homes, as they used to allow air and some light while providing visual privacy. Also, they would use it to darken the room at night. Others who did not have a wooden shutter would use different levels of curtain thickness, such as the blackout curtain; they would also use it for controlling visual privacy. Moreover, they highlighted that they were closing the curtains and windows because the buildings were too close, they did not like to be exposed in their homes, and there was nothing worth opening. The first element used to regulate privacy is:

i. Using curtains and shutters

ii. Using partitions/doors: especially at the entrance area.

iii. Furniture arrangement: adjust the privacy level in the bedrooms.

iv. Using plants and trees: for visual privacy, especially at windows and balconies

v. Enclosing balconies and using reflected glass windows: to have privacy in the balconies and have more space.

For the curtains and shutters, it is to regulate visual privacy and acoustic privacy. Also, “The why” of using these elements is Based on the physical design context: as mentioned by a 30-year-old female living with her family: “In Mohandessin it's an apartment building you don’t have a view so, you don’t open the windows, you don’t naturally open up, even if you are opening the windows, you sit inside in a way not to be seen and definitely when changing
clothes, I will close the curtains because of the close buildings next to us” (Code: SV-PH-3). Moreover, “the when” of curtains and shutters usage is also analyzed. It shows that people still use these elements in their current homes. Nothing changed in the design that would make them open the curtains all day without worrying about being exposed. As mentioned by (AV-MV-12) and (SV-MV-6):

“I only use curtains at night, for natural light control, and when I wake up, I open them. Curtains were in all rooms, but we only use it in bedrooms” (Code: AV-MV-12)

“In my previous home, it was the same, we open the curtains in the morning, and for the blackout, we usually close it at night” (Code: SV-MV-6)

4.8.1.1.2 Social regulations

This is to regulate privacy by interacting with the surrounding community based on the impact of cultural norms or the social context. Interlocuters emphasized that because of the natural curiosity of people of a particular social background, whether they stare or stalk or interfere with the personal space of their lives, they explained that this made them not at ease with being themselves at their home building context. This is because of several factors, such as the portman of different cultural background or the kiosk guy that exists under every residential building in areas like Mohandessin, Dokki, and Nasr city, sometimes neighbors themselves may be interfering or judgmental, and this happens more frequently due to the higher density of inhabitants per floor. Some also pointed out that they had a curfew as people would talk badly behind their backs or arriving home late at night was not safe. The following answers, “How did the lack of social privacy affect their behavior and interactions?.” Two females have highlighted that they were always cautious about what other people would think if they arrived home late. People are very judgmental since they may be of different social levels, or it is their cultural backgrounds.

“I used to arrive home maximum by 9 pm because of what the portman may say (اليوم (Code: A-S-6)

“You don’t have the freedom to be yourself; for example, if one time I was returning at midnight, I wouldn't be at ease from all the judgment I would receive from the people, “although my parents are not the type of persons who care about “what people would say” but deep down they know and I know that someone would look at me in a bad way” (Code: AV-PH-8)

4.8.1.1.3 Behavioral regulations

This is to regulate privacy by adjusting your behavior based on the design. Interlocuters emphasized that their high awareness of the lack of visual and acoustic privacy has affected the frequency of their balcony usage. Even when they used it, they had to get dressed as they were seen from the opposite buildings. They even wished they would use it more if it had better privacy, especially those who had a view and did not have enough privacy. So, the privacy level created by design affected the behavior of the interlocutors positively or negatively as mentioned in the privacy functions in the literature review. This answers the question, “Did the lack of privacy affect your behavior in your home?” The
following are aspects to tackle the behavioral regulations:

i. Balcony behavior based on the design’s privacy level: interviewees highlighted that they had to be aware of their behavior and what clothes they wore when using the balcony.

“I often used to sit in my balcony, but I was very aware of my behavior, how I’m reacting and what I’m wearing and so on” (Code: AV-S-1)

“If I’m in my balcony I will be well dressed because I will be in the street” (Code: SV-PH-3)

ii. Balcony usage frequency based on the level of privacy:

“Yes, I had a balcony; in my previous home, I did not use it a lot because of the visual privacy and the buildings were too close” (Code: SV-MV-6)

“We did not use it because it was on the street, it was a nice balcony and had a nice view, but the building in front of us exposed us easily, and if neighbors decided to sit in their balconies, they would easily see us, so I did not prefer to use it. Also, it was very noisy in the street, it would not have been a relaxing time sitting on the balcony” (Code: AV-MV-12)

iii. Behavioral actions based on windows design:

“The size of the windows cannot be compared, in Mohandessin, it was much smaller. But we did not open it we always closed the curtains for visual privacy. On the contrary, in my current home, the windows are large from ceiling to floor, but I never close the curtains. It is always open because I feel I do not feel exposed” (Code: A-S-4)

4.8.1.2 Current home:

4.8.1.2.1 Environmental regulations:

This section answers the when and where of using physical elements to achieve the desired privacy in the current home. Interlocuters emphasized that they still need to use curtains and blinds for visual privacy, especially in bedrooms, and they cannot have full privacy without them. The majority has clarified that they keep the diffuser curtains closed all day while the blinds or the shutters are used at night as they can be seen clearly by their neighbors when the lights are on and to feel at ease inside their own home. The unit types did not differ in using the curtains and blinds. They all need these elements to feel privacy. This is because of the factors affecting privacy mentioned earlier in section (4.5) This is shown in the following quotes by interlocuters according to their unit type.

i. Using curtains, blinds, and shutters: To regulate visual and security privacy:

ii. Using partitions/pergolas/furniture arrangement: Only apartments and attached villas added these elements for privacy, stand-alone had pergolas but mostly for controlling the sun light and having a shaded part.

iii. Using plants/trees/greenery fence: Mainly this was applied for visual privacy for all stand-alone villas, all apartments who were ground floor or attached villas with a garden.

iv. Using reflective glass windows: people stopped using this element in their current home as they feel it also expose them at night if the lights are on.

v. Architectural adjustments:

The majority of people did not do architectural adjustments, they adapted in other ways
whether behavioral or using simpler elements like curtains, partitions or plants as previously mentioned. However below you could find people who did not have privacy in their previous home’s entrance, were aware of the problem, so they were keen to have a private entrance in their current home, so they did walls alterations to create a more private entrance zone. So, we can consider that a private entrance that does not expose the interior of the house is a good design element. This alteration was in apartments and attached villas only, while for the stand-alone no one mentioned this problem.

“The why” of using curtains based on the physical design context: All unit types have agreed on the same reason of using these elements. As they would be exposed if they were changing clothes in their rooms or sitting comfortably in their living rooms. They use curtains for controlling natural light and the shutters are for safety. “The where” of using curtains and shutters is in all rooms but “the when” is what affects the usage difference from room to room. For bedrooms, the see through curtains are closed all day while the blackout is closed when changing clothes or at night as they will be exposed if the lights are open. As mentioned by a 28-year-old female married and living with her husband, although she previously clarified that she does not like the level of privacy she has in her apartment, but she is adapting, she explains that:

“Yes, I feel privacy when I close the windows and the curtains, I always need to close everything around me to feel this privacy, in the morning It is okay to me, because I am not really seen through the diffuser curtains. During the day you are not really exposed but at night when the lights are on, I can clearly see my neighbors through the window openings and obviously they can see me too. Also, in the bedrooms, I need to use curtains to have privacy in the room” (Code: A-S-5)

Also here is an example of a married female living with her family in an attached villa, explaining why she closes the curtains and when:

“In the morning yes, I feel privacy. I can open the curtains and windows, but when night comes, I reduce the light and close the curtains, although here in the compound, no one is looking. However, in the previous house, the visual privacy was higher than here” (Code: AV-MV-11)

And finally, an example of a female living in a stand-alone villa, also emphasizing that closing curtains is a daily act although they are a stand-alone that should have the highest level of visual privacy: “, we do not have shutters in both homes, but for curtains and blackout, yes, we do have them. We close the diffuser curtains all day, at night we close the blackout only, for the bedrooms we use the blackouts at night. For the windows at the terrace, we are always closing the diffuser curtains” (Code: SV-MV-6)

This again shows how people are adapting to fit in the design created by the developer and falling victim to the void meaning of privacy being sold.

4.8.1.2.2 Social regulations:

Social regulations in gated communities have changed drastically. The change of the social context and dynamics has allowed them to behave in a more relaxed way. This is based on the impact of the new cultural norms, rules and more restricted interactions with neighbors or any service workers. Inhabitants seem to have developed a new cultural norm where they silently agree on restricting interaction when spotted in the outdoor
spaces. They rarely spot each other in the streets due to the lower density of people living in the same area than in their previous homes. The lack of unplanned services existing in the residential context has eliminated the presence of random workers.

i. Based on new social norms and rules: interlocuters highlighted that it is easier to behave because of how people mind their own business as mentioned by a female in her early 60’s living in a stand-alone villa with her husband:

“But generally, people don’t stalk or stare, they are more chill than Mohandessin, in Mohandessin you will be more intimidated from the social context” (Code: SV-S-4)

ii. Restricted interactions based on lower density of inhabitants.: as mentioned by a 31-year-old female living with her husband and kids:

“I’m satisfied socially, because there are enough spaces between the apartment doors, it is very rare to have face-to-face interaction” (Code: A-NG-9)

iii. Based on the social dynamics and context: a 26-year-old female living with her family, explains it all in the below quote:

“Even when I’m seen I feel visual privacy or any type of the privacy types because, honestly, the community is different, here in palm hills we have certain class unlike Mohandessin there is another class of people, you know you will never be judged as much, so as a result community is helping me in feeling that even if someone sees me inside my home, I know they won’t stare or be intrusive, it’s just like when you travel outside Egypt where everyone is minding their own business” (Code: AV-PH-8)

iv. Those who are mothers with kids have emphasized that they would prefer a social life with more interaction with the neighbors to have more friends for their kids to play with. Having kids changes the priorities of the parent regarding social privacy with the neighbors.

4.8.1.2.3 Behavioral regulations:

To regulate privacy by adjusting your behavior based on the design and physical context. People highlighted that they use the outdoor spaces more in their current home, such as the garden or the balcony as they do not notice many people using theirs at the same time and this is because of the less density of neighbors leading to using these spaces more, relatively. While others who live in apartments, expressed that their usage of the balconies is affected by the lack of visual privacy. They silently agree on not using the balconies at the same time, they either wait for their neighbors to not use it or they go inside if they spot their neighbor coming out to use theirs. Others pointed out their awareness regarding the privacy level, so they adapted their behavior according to the privacy they have in their homes’ indoor and outdoor spaces.

1. Balcony usage frequency based on density of units:

“However, if I’m sitting in the balcony I don’t really care or think about it because of the exclusivity and the less density of people” (Code: AV-S-1)

2. Behavioral changes based on the visual privacy level in the outdoor spaces: People who live in attached villas or standalone villas mentioned that they do not need to use their balconies because they already have a garden with higher privacy level. 
However, for apartments, it was mentioned by A-S-5 that:
“I am satisfied, I’m adapting, for example, when I go out in the balcony and find someone who can see me, I unconsciously go inside or close the curtains, it’s not really an issue for me, that’s for the visual privacy, and most of the times I find the same behavior from other people” (Code: A-S-5)

3. Behavioral changes based on the visual privacy level in the indoor spaces: all unit types behave the same in relation to the entrance lobby that lack visual privacy and exposes the interior.

“At the entrance area when we open the door you can see part of the reception, so when we open the door for the delivery guy, I just tell me sister to take care or sit in the part which is not seen from the door” (Code: AV-PH-8)

4. Based on windows design: They are being conscious about privacy, so they are adapting their behavior. For apartments and attached villas, they adjust their behaviors in spaces they know they may be exposed or heard. However, those who live in a stand-alone villa emphasized that they don’t really care if they may be seen as the surrounding social context has changed or they don’t feel exposed, so they just open the windows in the morning to allow natural light and make use of the view they paid for, the lower density of inhabitants lowered the possibility of people being exposed.

### 4.8.2 Survey results:

#### 4.8.2.1 Privacy strategies usage:

In this section, triangulation of data method is used but with more quantitative results. People are asked if they have applied any privacy strategies in their previous home vs. their current home. This answers the research question: “What are people’s material privacy needs in their home design?”

Table 6 below, shows the percentage of elements used in previous and current homes to enhance privacy. Elements used with the higher percentage in both homes are the curtains same as the interviews. The least element used in the current home is the reflective glass window with a percentage of 19.05% while comes fourth in previous homes with a percentage of 29.27%. The fence is the least used in the previous home, however 52% of the fence answers were N/A since 95% of the previous homes were apartments. So, the least used element in the previous home was the screens/partitions with a percentage of 26.83%, while screens were more used in current homes with a 47.62%, due to the open design of entrance lobbies as mentioned by an interlocuter (SC-D-2), she was annoyed from the entrance area design and wished to add a partition for more privacy at the dining area, especially this is where she works. Shutters were the second highest element used in the previous home with 68.18% while it comes fourth with 59.52% in the current homes. Wooden old shutters were from the unique elements that modern designs are missing as said by one of the interlocutors (code: PH-TH-2) in her interview, she wished to bring it back as it allowed air in without being visually exposed. As for the plants, it comes second highest in the current homes with 88.89% and comes third with 31.71% in previous homes.
This shows that people value visual privacy inside their own gardens in their current homes.

Table 6 - Shows the percentage of elements used in previous and current homes to enhance privacy.

<table>
<thead>
<tr>
<th>Element used</th>
<th>Curtains</th>
<th>Plants/Trees</th>
<th>Fence</th>
<th>Shutters</th>
<th>Screens/partitions</th>
<th>Reflective glass windows</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current</td>
<td>93.02%</td>
<td>88.89%</td>
<td>71.43%</td>
<td>59.52%</td>
<td>47.62%</td>
<td>19.05%</td>
</tr>
<tr>
<td>Previous</td>
<td>88.89%</td>
<td>68.18%</td>
<td>31.71%</td>
<td>29.27%</td>
<td>26.83%</td>
<td>23.81%</td>
</tr>
</tbody>
</table>

Charts 8 and 9, show the reasons why people use the shutters and the curtains: “to ensure visual privacy” is coded in green, “control natural light” in blue, “decorative purposes” in yellow, “safety reasons” in turquoise, “cleanliness and dust” in orange and “N/A option” in purple. For the previous home, in chart 9 it shows that shutters were used for ensuring visual privacy and controlling natural light as the main reasons with the highest percentages, while decorative purposes had the lowest percentage. For the curtains, ensuring visual privacy and decorative purposes where the highest percentages and controlling natural light comes in third. For the current home, chart 8 shows that shutters are mainly used for controlling natural light and then for safety reasons and to ensure visual privacy comes in third. The curtains are used mostly for ensuring visual privacy and controlling natural light and decorative purposes comes in third. The only thing that

Chart 9 - Previous home reasons for using these elements

Chart 8 - Current home reasons for using these elements.
changed drastically between both homes is for the shutters as they are used with a percentage of 50% for safety reasons. In conclusion we can see that people need physical tools and strategies to adjust privacy levels in both homes.

4.8.2.2 Behavior in relation to privacy levels:

In this section, it explores privacy concerns regarding the use of the balcony and the garden spaces in the previous home and current home. This answers the research question: “Are the residents behaving in a certain way to have more privacy in their homes?” In the previous home, all types of privacy concerned people more than in the current home, see appendix C for graphs. However, in both homes, visual privacy has concerned people the most and security has concerned people the least in the use of the balcony. So, people’s privacy concerns decreased, regarding the use of the balcony/garden.

![Chart 10 - Privacy importance in the garden/balcony percentages](image)

For the question “If your neighbors have/had a balcony that overlooked your home, would you be bothered if they used it?” Results show that people would be less bothered if their neighbors used a balcony that overlooked their current home, but in both cases, they would be bothered. Thus, this shows that the change of the social context affected the interlocuters concerns of being overlooked from the neighbors. It also shows that a useful design including privacy on a balcony can be considered as a need for residents. Moreover, when asked if they prefer a home with balconies or not, 88% said they want balconies and only 12% said no, see Appendix C. This shows that although people might be annoyed by the lack of privacy on their balconies, which proves the point of a private balcony design is a need and want.

In Table 7 and Chart 10, it shows how important privacy types are in the garden/balcony. For security privacy in the garden/balcony, the highest percentage is extremely important of 51%, for visual and social privacy of the garden/balcony, the highest percentage is for
very important of 31.25% and 35.42% respectively, somehow important for 27.08% and 29.17% respectively, and 22.92% and 10.42% respectively for extremely important. While for acoustic privacy, the highest percentage is for somehow important of 37.5%, very important for 25%, extremely important for 16.67%, so the majority of people lie in the important rating of all privacy types.

*Table 7 – Privacy importance in the balcony/garden percentages*

<table>
<thead>
<tr>
<th>Privacy types</th>
<th>extremely important</th>
<th>very important</th>
<th>somehow important</th>
<th>not so important</th>
<th>not at all important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visual privacy</td>
<td>22.92%</td>
<td>31.25%</td>
<td>27.08%</td>
<td>0.00%</td>
<td>4.17%</td>
</tr>
<tr>
<td>Acoustic privacy</td>
<td>16.67%</td>
<td>25.00%</td>
<td>37.50%</td>
<td>4.17%</td>
<td>2.08%</td>
</tr>
<tr>
<td>Social privacy</td>
<td>10.42%</td>
<td>35.42%</td>
<td>29.17%</td>
<td>6.25%</td>
<td>2.08%</td>
</tr>
<tr>
<td>Security privacy</td>
<td>51.06%</td>
<td>10.64%</td>
<td>21.28%</td>
<td>2.13%</td>
<td>0.00%</td>
</tr>
</tbody>
</table>

To elaborate on the importance of visual privacy in the garden, Chart 11 shows how people reacted to using their garden if their neighbours might observe them. People were divided almost equally upon agree, disagree, and neither. However, when using age as a factor, people who agreed that they would feel reluctant if they felt observed are from ages 18-34, while older ages either disagreed, strongly disagreed or neither agree or disagree. This is because the older you become the less you care about being observed and the level of caring about visual privacy decreases as mentioned in the interviews by ladies between age 35-54 (Chart 13). When using gender as a factor (Chart 14), the highest percentage of male disagreed and the highest percentage of female agreed, which shows that being a female affects how you perceive being observed. When using unit type (Chart 12) as an analysis factor, 34% strongly disagreed and 34% disagreed for people in stand alone villas, which is the highest percentage and it makes sense as a stand alone villa has the least possibility of neighbours looking over them. While the percentage of people who strongly agreed was only in apartments which also has a relation to visual privacy of an apartment. And also there aren’t any disagreement with people living in apartments, only an 8% of a strongly agree in relation to the 25% of an agree and 17% of the strongly agree. So as a result a unit type affects the usage of a balcony or a garden.
Chart 11 – Showing how people feel about using their garden if being observed.

Chart 12 – Showing how people feel about using their garden if being observed in relation to unit type as a factor.
The upcoming set of statements answers the question “Did people’s privacy perception change in the process of their aspiration to move to a modern home?”

For Table 8, it shows that people are more towards preferring privacy over architectural modernity, their privacy perception may have changed a moderate amount from one home to another, as shown in Chart 16. They seem to agree that there are other things to be chosen in a home other than privacy but at the same time they won’t sacrifice it, and lastly, to be modern doesn’t necessarily mean to be less private, however modernity of architecture may have sacrificed privacy in the process as it is discussed in the interviews. See appendix C for percentage details. Chart 15 shows that people saw a moderate amount
of a relation between privacy and modernity in home designs.

Table 8 - Shows people agreement scale with some concepts relating modernity to privacy.

<table>
<thead>
<tr>
<th>To what extent do you agree with these statements:</th>
<th>Weighted Average</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>I do not mind sacrificing privacy for my house to look open and modern</td>
<td>2.8</td>
<td>between disagree and neutral</td>
</tr>
<tr>
<td>My perception regarding privacy has changed when moving to my current home</td>
<td>3.67</td>
<td>between neutral and agree</td>
</tr>
<tr>
<td>There are far important aspects to choose in a house other than privacy</td>
<td>3.18</td>
<td>neutral</td>
</tr>
<tr>
<td>I chose my current home because of other reasons rather than making sure it will provide privacy</td>
<td>3.51</td>
<td>between neutral and agree</td>
</tr>
<tr>
<td>To be modern is to be less private</td>
<td>2.36</td>
<td>between disagree and neutral</td>
</tr>
</tbody>
</table>

Chart 15 – Showing Modernity and privacy relationship.

Chart 16 – Showing if there was a change of privacy perception.
4.9.1 To be modern is to be more/less private:

The survey and interviews showed that majority of the views are between disagree and neutral for the concept “to be modern is to be less private.”

- **To be modern is to be less private:**
  In the interviews, people who emphasized that to be modern or to live in a modern house is being less private mentioned that:
  “For me, I feel to be modern with modern concept and modern design will make you less private. Because in the past the curtains had a lot of layers, the shutters, because of them the house was very sacred, strangers cannot see the inside, they had a very high level of privacy to the house البيت له مقدمة” (Code: SV-MV-6)

- **While others mentioned that being modern is being more private:**
  “I also don’t believe that to be modern is to be less private” (Code: A-S-2)
  “I think having a modern life is being more private, people are moving away from each other physically and socially which is making people more private in the bigger picture” (Code: A-S-1)
  “I see a relation between privacy and modernity in home designs as Yes, there is a general movement in new real estate, "modern means private", so it is definitely linked.” (Code: A-S-3)

- **Combination of both:**
  “It’s a combination of both, when to be private and when to not be private, because with social media we are already not very private on the virtual level, we now have this very weird understanding of privacy different than the past generations, how you translate that to a space or a home I think it is complex (God be with you). How you can redefine it is interesting cause our generation is dealing with it in a different way” (Code: SV-PH-5)

When asked if modernization has caused privacy to be sacrificed in the process, the survey majority said a moderate amount as shown in chart 17, to get a visual of results in relation to each other.

![Chart 17 - Showing if people believe that modernization has caused privacy to be sacrificed in the process.](image)

**For the interviews,** most people said yes, somehow, privacy was sacrificed, because of the use of more openings and designing large windows openings and they mentioned:
“Not necessarily to be modern is to be less private because you could use modern elements to provide
the privacy required. Maybe in a way privacy is sacrificed in the modernization of architectural design because they use more openings and more open spaces” (Code: AV-PH-5)

“What’s makes me sad that my previous home was an old design, and my current home is a modern design, so privacy issues should be avoided in the modern designs” (Code: A-S-5)

“Unfortunately, when I think of this question, I compare the very old type of houses from the Islamic arch style to the semi-modern style that is being sold to everyone no matter how much he is paying. I believe the problem is about the process of building and the thought & strategy behind it. If the designers and builders do not acknowledge the importance of privacy, and all of them are just picking ideas from the same paper, then they would keep doing intentional “mistakes” and people would just choose the LEAST worst-case scenario or the best of the worst (whatever it would feel like)” (Code: A-S-7)

“The way architecture is currently being modernized is more focusing on creating connection between spaces, between people, when you work on trying to always create connection, for sure this affects privacy somehow if someone is very sensitive to privacy, I think it’s a good way, the direction itself is a good way, but if someone is sensitive to privacy and needs it much he won’t be happy, people don’t always understand that there is a problem, when they start living they feel the difference of the level of privacy whether they need it or not” (Code: AV-PH-4)

4.9.2 Modern Home Design in relation to privacy:

When asked if they would sacrifice privacy for a modern and open home design, for the survey a weighted average of 2.8 which is between disagree and neutral was established. For the interviews, people would pause and think what they prefer. This shows that modernity has found its way and took over the residential design that people would think if privacy were as important as the look of the house or not. The majority have emphasized that privacy is more important to them.

“I can’t sacrifice privacy for modernity” (Code: A-S-1)

“I do not think it is relevant. I cannot sacrifice privacy for my house to look open and modern, I disagree that there are far important aspects to choose in a house other than privacy” (Code: A-S-2)

“Shall I give up on privacy for being modern? I might like it visually, but it will not be practical, it will depend on the location” (Code: A-NG-10)

“No, it does not matter to me to have a modern home, I want privacy no matter what the design is. Especially that being modern is not the type I am striving for. For example, one of my neighbors made her home fully modern with glass walls but in a year, she changed it, she could not practically live in a house that is so exposed and see through. She even changed the style to more
warm colors and materials that are not concrete, marble and glass” (Code: SV-PH-5)

“I don’t sacrifice the privacy for my house to look open and modern as I don’t like modern that much, privacy is an important aspect that I wouldn’t sacrifice for modernity in addition that I don’t like modern as I feel it’s too flat, this is my personal preference” (Code: AV-PH-5)

While others have emphasized that the look of the house is far more important.

“Sacrifice privacy for a modern look? Design is important but to a limited point, privacy perception and requirements change, and it differs depending on the area” (Code: A-NG-9)

“No, to me, it purely depends on the design of the house” (Code: SV-MV-6)

“Yes, I could sacrifice privacy for my house to look open and modern and will adapt it with curtains for bedrooms if it will be opened.” (Code: SV-MV-6)

“Privacy doesn’t really matter with me, for sure I would be interested to have privacy in areas that I would need my private time in, but my straight answer would be no (I won’t sacrifice privacy for my house to look open and modern), but there are a lot of variables, if I’m designing my own home I won’t prioritize privacy over modernity” (Code: AV-PH-4)

4.10 Privacy elements in relation to modernity concepts:

In this section I have tackled some choices between two extreme options to evaluate the extent of how people would prefer modernity elements over privacy levels and vice versa.

4.10.1 Windows:

For the interviews, when interlocuters were asked if they had to choose between two homes in their neighborhoods that would be identical except that one has many windows giving lots of light and little privacy and the other have windows that give little light but lots of privacy, which would they prefer, almost all of them chose the many windows with little privacy as they emphasized the importance of natural light to them and actually some have justified that they would adjust their privacy whenever they need it with the curtains or shutters, but they will always be aware if they are exposed or not.

“I will choose the one that has many windows and lots of light and little privacy, this is something I was not aware of until I lived here, I felt that natural light is really important and that regarding privacy I can adjust it with curtains or shutters when I do not need the privacy, I would like to have the option of controlling the level of privacy” (Code: AV-S-3)

“I can adjust what I have to the situation, I will put curtains or blinds to the many windows home, I will open them when I feel I’m ok to be seen and close when I’m changing clothes or need more privacy, anything can be adjusted now as privacy but pros of having a view with open space
it feels better for me” (Code: SV-PH-3).

And some already did that in their current homes, where they had an opportunity to add a room on the roof and they made it all glass with shutters to adjust privacy. “In the roof, we made my room walls to be glass, everyone can easily see through it, but I have shutters between the bed and the glass wall, so when I close the shutters, I feel privacy 100% for sure” (Code: AV-PH-8)

Also for the survey results, which acts as a data triangulation, it showed that people would prefer many windows with little privacy with a percentage of 74% over few windows with a lot of privacy with a percentage of 26%. Here the difference is quite remarkable which shows how people prefer natural light in their home over having more visual privacy.

4.10.2 Fences:

For the interviews, when I asked the applicants if they would prefer a low fence with a view or a high fence that gives full privacy, most of them preferred the low fence with a view. And when I emphasized that they would be sacrificing their full privacy for the view some would hesitate and choose the high fence and others which are the majority would still choose the view with low fence as they highlighted that a view is preferable.

“I will not do a high fence because this annoys me visually, I don’t like feeling that my house is a prison, aesthetically I don’t like the high fence” (Code: AV-S-1)

“I will choose the one that has low fence with a view because I will prefer the view” (Code: SV-MV-6)

“I would choose a house with high fence for privacy but if I had a low fence with a view, I would prefer it” (Code: AV-PH-8)

“If I have a view only with no people seeing me or being exposed then I would choose the view but if not, I would choose the high fence” (AV-MV-12)

The following are people who chose the high fence for visual privacy, as they believe this is something that they cannot give up, it is simply a basic human need.

“For the garden I would choose high fence, for visual privacy” (Code: A-NG-9)

“I would choose the High fence as visual privacy is important to me, I don’t feel comfortable being seen even if I will sacrifice the view” (Code: SV-S-1)

Moreover, a 49 female living with her husband and 3 daughters wanted to increase the fence height to feel privacy in her own home, but her husband refused as he believed he
wanted to make use of the view he paid for.

“I wanted to **increase the fence** for visual privacy and so I could **feel free** inside my own home, but he didn’t want to, he said that **he wants to have a view** on the pool, he believed that **he paid money to buy a home with a view** and he doesn’t want to give that away, he wasn’t putting himself in my shoes. His personality is very open-minded, and he did not really understand my point of view. He did not even want to increase the fence like we are doing now, but **he only did it because of the dogs barking** at passersby, he felt that it **was not appropriate to annoy the neighbors** with the noise of the dogs barking. He believed that I should adjust my behavior or my dress code inside my own home to enjoy the view he paid for. And honestly, I felt like I was in the street when the fence was low, it took like 2 years so I can have my visual privacy inside my own home until the fence grew” (Code: AV-S-2)

Nevertheless, the survey results have showed that interlocuters prefer a high fence with a percentage of 58%, over a low fence with a view of a 42%, however the difference is not that huge but it shows their preference of visual privacy over enjoying a view with a risk of being seen from passersby or neighbours. Here the survey participants may have paused a little to think about as I mentioned that this happened in the interviews and because it wasn’t a conversation that I soulc understand why they had this choice maybe that’s why the results are so close.

### 4.10.3 Garden or Courtyard:

Introducing this dichotomy of a garden or a courtyard is to stress on the fact that private elements that provide similar functions to elements that are not giving the full privacy can be presented, especially for a cultural background like that of Egypt, as mentioned in the literature review in section 2.2.6. For the survey results, when asked about if they would prefer a **garden with a view** over a **courtyard**, the survey results showed that 70% chose the garden and 30% chose the courtyard. For the interviews, also most of the interlocutors emphasized that they would prefer a garden with a view over the courtyard so here again, the view prevails over privacy.

“I would choose the one that has **garden not a courtyard**, especially if it’s exposed to **more natural light**” (Code: A-S-5)

“I think I would go for the **open garden**; I don’t mind giving up the full privacy of the courtyard to have the garden with a view” (Code: AV-PH-4)

“Garden with a view, I would prefer it over the full privacy of the courtyard, but this is subject to a place that has the culture of privacy and I’m not fully exposed” (Code: SV-S-1)

However, some chose the courtyard and below you can find their reasons as they prefer to have full visual privacy while enjoying their outdoor space in their home:

“I would choose the **courtyard** because it achieves all the missing aspects I experience now in my outdoor spaces, (مَسْح مَجِروحة) to be at ease and it allows good natural light. I also would prefer my
windows to look at the courtyard not the street” (Code: A-NG-10)

“Of course, I will prefer the courtyard inside the house as it will give me privacy more than the view” (Code: AV-MV-11)

“Omg this is very hard, I think I would prefer the courtyard over the garden with a view, as it has the full privacy” (Code: SV-PH-5)

4.10.4 Mashrabiyya function

Presenting this mashrabiyya concept is also similar to the courtyard idea. The survey introduces 2 questions regarding the mashrabiyya as a concept and design. Results show that people were nearly a tie between probably would, neutral and probably would not, be open to the idea of mashrabiyya due to its function. This issue is being resolved in the interviews analysis as “the why” is being asked for more in-depth answers. Also, the majority agreed that if mashrabiyya was done in a modern way they somewhat would like it. See Appendix C for detailed percentages.

In the interviews when I asked the interlocuters about the function of mashrabiyya, as it allows for visual privacy while allowing natural light in, people emphasized that they would like it only if it was designed in a modern way and others said that they don’t like it or that its function is no longer needed in this era, as people perceptions has changed.

Below are those who believe it is outdated or an old-fashioned idea:

“I believe that the Mashrabiyya is an old idea, but maybe if it is modernized, I can use it, however I think it is not easy to use, as it doesn’t allow a good amount of light to enter” (Code: A-NG-10)

“I like its shape, but I think its function is outdated, nowadays we got to be very open and globalized due to the internet so this idea of privacy that the mashrabiyya creates is no longer needed. We are worried that the mobile is already monitored” (Code: AV-S-2)

Below are those who do not like the shape or the function but are still open to it being modernized:

“I actually don’t like the function of the mashrabiyya I either like the full light or close it fully, I won’t prefer it because of the shadows it create, also it is not about being old or new if it fits the modern design then I’m ok” (Code: A-S-9)

“I do not like its shape, maybe if modernized, maybe I can use it” (Code: AV-NG-14)

Below are people very open to bringing back the idea as part of the modern design.

“Maybe I would be open to the mashrabiyya. If it is part of the design then I am ok but if I will be different than other people to use this element then I will not use it, if it is an old element that we revive it in all house designs then I would like it” (Code: AV-S-3)

“Beside the complications of the compound regulations I would love to bring back the mashrabiyya in a modern design” (Code: AV-PH-4)

Yes, definitely, I would like the mashrabiyya because of its function but I want a more modern design, or if I can have a design in which I can control it maybe a kinetic one, because I love the idea it gives you levels of privacy (Code: SV-PH-5)
4.11 Transformation of privacy perceptions:

The upcoming set of statements answers the question “Did people’s privacy perception change in the process of their aspiration to move to a modern home?”

The survey showed that the majority replied that privacy perception has changed a moderate amount, see appendix C for percentage details. For the interviews, when I asked interlocuters if their privacy perception changed when they moved to their current home, the majority agreed that it changed due to how people’s mindsets have changed. As mentioned by a 37-year-old female living with her husband and kids in an apartment:

“In Dokki, I would never have the mindset of sitting on the balcony like New Giza. The people surrounding me are different, and because of their differences, some may judge and criticize me in one way or another. If I am not annoying people around me, then I am fine. The mindset of people surrounding me affects my behavior and privacy perception, which differ depending on the area.”

Code (A-NG-9)

People now are minding their own business; they are interfering less in their neighbors’ lives. No one really stares if they spot their neighbor on their balcony; it is like a silent agreement that they respect each other’s privacy, whether visual, acoustic, or social. For those who said, “yes, it changed,” some would answer how it changed architecturally, which would answer what affects privacy perception. Still, the researcher would paraphrase the question and emphasize it is their mindset/immaterial perception that is being questioned, not the physical/material one. Then they would adjust their answer; some would say that regarding their mental perception, it did not change. It was only the physical one, and they still see privacy as important as it was in their previous home, while others would say that their mindset also has changed. Also, people emphasized that they did not know privacy was essential to them until they experienced it. So that is also how their perception has changed, even if privacy were not a reason for them to move to a gated community (or that is what they think), as their answers would always include safety, which is one of the privacy types: security privacy. They would always think about home privacy as visual; they are unaware that it has four types, and the main reason they move is for security privacy which is how they explain it as safety. And this is the definition of security privacy, the need to feel safe.

I have divided the interlocutor answers into 1) Yes, it changed, 2) No, it did not change. Results of the reasons “why” is presented according to their unit type.

4.11.1 “Yes, it changed” perception:

The general view of people who said “yes, it changed” emphasized that exclusivity of people, less density of people and buildings, more space, professional security guards, people minding their own business, changed lifestyle and mindset due to change of context. As a result, their behavior got affected by the setting surrounding them.
4.11.1 Based on the physical and social setting:

Apartments residents emphasized that yes it changed because there are fewer neighbors, no porter, people do not stare and mind their own business, while others mentioned that having remarkably close balconies in the current home have made them aware of privacy importance which also changed their perception.

Attached villas residents highlighted that they became more at ease, visual privacy became less important; freedom to act without being judged and they got used to things in the design they wished were better.

“Visual privacy importance has changed; for example, in Mohandessin, on the other side of our building, there were other buildings that had windows that overlooked directly to the side of our window; however, in palm hills, there are still windows overlooking directly on our windows, but everyone minds their own business, no one cares who’s in front who, only the villa next to us is so close, but everyone minds their own business.” (Code: AV-PH-8).

4.11.1.2 Based on the acoustic and visual privacy:

Interlocuters were not aware of the need for certain types of privacy until they experienced it positively or negatively. They emphasized that they felt the difference, were not aware of a lack of specific privacy type or were taking it for granted.

Apartments:
“Yes, it changed, mainly because it has more acoustic privacy and security. In my previous home, I would always say اﯾﮫ اﻟدوﺷﺔ دي اﻧﺎ ﻻزم اﻗﻔل اﻟﺷﺑﺎك, but now it is less brought up, there are no noises. So, I was able to feel the difference after I moved to a gated community because I could feel the quietness that I needed” (Code: A-S-4)

Attached villas:
“In the current home, the visual and acoustic privacy of the kitchen is ok. However, it was more private in the previous home; I was more satisfied with the visual and acoustic privacy than the current home; I am always cautious about being seen or heard. Acoustic privacy’s importance for me has increased. I was taking it for granted. I did not know that it was important for me to be heard by your neighbors or not is something important” (Code: AV-S-3)

“Because I didn’t experience a lack of visual privacy in my previous home, so I never really cared about it, but when I came to mountain view and experienced the lack of visual privacy, it annoyed me, and it became essential to me” Code (AV-MV-12).

“Acoustic privacy for me is important because, in the previous home, you could hear people in the streets, but here it is very quiet, and I felt the difference. You feel like you never knew this life existed! Sometimes I think, “are people dead?” (Code: AV-MV-12).
“Actually, I didn’t feel a problem in my previous home, but now I have a problem with the visual privacy, so yes, it changed” (Code: AV-MV-12).

Stand-alone villas:
“Yes, it changed, I had to adapt, everything was different, the idea of accessing the house and then my room, these different levels of privacy made me rethink everything” (Code: SV-PH-4).

4.11.1.3 Based on the social setting

For Apartments they emphasized that:
“Yes, it changed; in Dokki, I would never have the mindset of sitting on the balcony like in New Giza; for me, visual privacy differs from place to place, so yes, it changed. The people surrounding me are different; some may judge and criticize me somehow. If I am not annoying people around me, then I am fine; the mindset of people surrounding me affects my behavior, privacy perception, and requirements differ depending on the area” Code (A-NG-9)

“Yes, it changed; I was used to the situation of having a porter and car parking guy (سائق) but feared walking alone in the street due to the incident that took place, now I’m more at ease not worrying” (Code: A-NG-8)

“Also, the security, I can feel safe in my apartment if I’m at home, or outside I’m not worrying about my home getting stolen” (Code: A-S-4)

Attached villas:
Some people reacted that the gated community is making them feel that there is no massive problem with privacy; they do not have to worry much about the surrounding circumstances.

“Not having many people and not knowing them is another aspect that makes me somehow socially not care about being heard or seen; if I’m talking to my daughter downstairs, I don’t care if people can hear me or see me, so yes, the privacy perspective has changed” (Code: AV-S-1)

“For the social privacy, yeah, it’s okay for the current home, but the previous, not too much; it’s better for the current home because people are more decent, so I’m not afraid of being judged” (Code: AV-S-3)

“Yes, it did change; in Mohandessin, when I’m out on the balcony, in the streets, or in an outdoor space just to get fresh air, I should be dressed in a certain way because this is considered a public place; however, here at Palm hills home at the garden or out at the street, I’m more at ease and comfortable as it’s not as crowded as in Mohandessin” (Code: AV-PH-4)
“To an extent, yes, my privacy perception changed; I’m more at ease; in Mohandessin, for example, if I go out on the balcony, I should be dressed, but here I could go out in the garden with house clothes, I wouldn’t be concerned much” (Code: AV-PH-5)

“In our second previous home, our apartment was on the ground floor with a garden, and we wanted to have a pool very much, but we didn’t have privacy at all, as people on the upper floors could see us clearly, for example in Palm hills, we added a pool, we said it’s not an issue as he is only one neighbor not a building with four apartments like in our previous home” (Code: AV-PH-8)

Stand-alone villas:
“My perception changed because If you think about it, we are all exposed, so it ends up more or less they will see you, but you put a blind eye as if they can’t see you, I will say” (استان معي يا وي) (Code: SV-PH-3)

4.11.1.4 Based on the personality

Attached villas:
“Honestly, the human being adapts, we get used to it, and we adapt our behaviors to the new lifestyle circumstances; it is also because we have kids, so we are not annoyed, as long as it’s making the kids happy.” (Code: AV-S-2)

“Yes, my privacy perception changed; there are things that I accepted maybe subconsciously to live in a more modern place” (Code: AV-S-3)

“My perception changed as I did not imagine this life when I first got married, but by the time it changed, when I gave birth, it all changed. When you do not have kids, you think in a way, and after you have kids, the way you perceive privacy changes forever” (Code: AV-S-2)

Some would emphasize that privacy’s importance to them has changed, but they still need privacy, as that does not mean they are willing to give privacy in return for a particular design.

Stand-alone villas:
“In my previous home, I didn’t think that visual privacy was important, but when I came here, I found out that it is very important because we are visually seen; acoustic privacy became very important; I have to be careful and very mindful about what I’m saying outside my house because since it’s very quiet you can easily be heard due to the echo” (SV-PH-5).

4.11.2 “No, it did not change” perceptions:

People emphasized that their perception of privacy did not change because it is their personality, or either they did not experience a change in the context, or they chose a particular setting because they care about privacy in a certain way. Based on context, the
following shows that people felt a difference that they were not aware of but did not change their mindset of perceived privacy.

**Apartments:**
“*My perception regarding privacy is neutral regarding moving to my current home; I think of privacy as the same concept in any place*” (Code: AV-S-1)

“No, it didn’t change, but I adapted to the situation (تقبلت الواقع و خلاص), so my privacy perception is the same, but since I moved to a **home that is less private**, so I adapted with the tools I have,” (Code: A-S-5)

**Attached villas:**
“I don’t think that privacy perception has changed because in my previous **home, I wasn’t aware of privacy as a problem**, and I didn’t think that it was important, but when I came here, I don’t feel any major violations, so I can’t say my **level of appreciation** to privacy has changed, it’s the same for me, for example, lack of privacy in the north coast homes is something I don’t like and can’t accept, as long as it’s manageable for me it’s not a violation or a cultural limit then it’s ok for me. **For me, it is off to be visually seen**” (Code: AV-PH-6).

“We chose this twin villa because **we care about privacy**, so no, my perception of privacy didn’t change” (Code: AV-PH-7).

**Stand-alone villas:**
“**No, it’s the same**; how I see privacy is the same at any place, the **community affects** the privacy, but it doesn’t affect my perspective; it can make me feel that people are not interfering with my life, but I won’t change my perspective to privacy, I will keep doing what I need to **preserve** my privacy” (Code: SV-S-1)

“Socially, **privacy improved** because of the physical setting of an apartment to the physical setting of a stand-alone villa; of course, it improved; however, how I **see privacy didn’t change**, my perception didn’t change; I still make sure that I’m not seen cause one of the reasons we chose a stand-alone villa was the high level of privacy it provides” (Code: SV-S-2).

“Yes, I felt the sense of privacy; I **felt how it feels to be private**. However, I will not be okay with people looking into my home because **I am a private person** in both homes; my perception is still the same for privacy in both homes. I **do not think that neighbors differ** from one place to another. Also, the gardener is the same person in any community, so my perception of privacy is the same regarding **people and place**” (Code: SV-MV-6)

**4.12 Conclusion**

This chapter has shown the multiple dimensions of privacy perceptions and definitions of interlocuters from a quantitative and qualitative point of view. Tackling these dimensions
provided an in-depth analysis of privacy entanglements. Interlocuters showed that privacy is important but sometimes it is not a priority as life changes with its several life-changing events such as getting married, having children, or getting older which influences how people perceive privacy matters. People seem to be confused between the achieved privacy level and the desired privacy. The majority would complain regarding physical elements in their home that affect their immediate privacy level, but they would express their satisfaction with the broader privacy level. Thus, having the broader privacy levels achieved overhauls the deficiency of the immediate privacy level. Moreover, some elements used in the previous home are still being used in the current home as if it is part of the normal design of a home. However, the major transformation in privacy perceptions was for social privacy as expressed by the inhabitants in the interviews and as results show in the survey.
Chapter 5
Discussion
Home privacy needs and expectations

This chapter discusses the needs and expectations concluded from the inhabitants’ interviews and survey results. These needs and expectations of achieving home privacy answers the following questions:

- Why do you need home privacy? Which was answered and discussed in the privacy importance section 4.3.
- What do you need to achieve home privacy?

The second question is being answered in the following sections on social and physical needs.

5.1 Social needs

Social needs are already achieved in the gated community as mentioned by the interviewees and survey results, they highlighted their satisfaction regarding social privacy. The absence of forced interactions with the random social context that existed in their previous home, such as the porter or doorman and the random shops that existed in the residential area, which used to affect all types of privacy. These shops have workers from different backgrounds that make the inhabitants uncomfortable due to the side talks, staring, interfering and sometimes harassment of girls. The crowd in the streets, the noise and the congestion were also very frustrating. Additionally, the judgments from curious people were affecting their level of comfort. However, now they feel more freedom to act the way that pleases them. The disappearance of all these aspects is the most relieving thing that has happened.

Their satisfaction can be categorized according to the five aspects of architectural factors as mentioned by Hall (1969) which are accessibility, visibility, proximity, vocals, and olfactory. All five factors affect the way human beings perceive their surroundings and accordingly, the mechanisms by which they control privacy. Social accessibility is achieved for all unit types through the controlled gates accessibility that filters who enters and who does not. Social proximity is achieved the most for stand-alone villas due to the nature of their physical setting. The proximity of one stand-alone villa resident to another gives enough distance to allow for social privacy. Furthermore, for attached villas, it is achieved in relation to the number of attached units. Accordingly, that would be the number of neighbors who are close enough to the inhabitant, but in general it is much better than the previous home. For apartments, social proximity is slightly better than the previous home due to the lower density of units per building; however, the general behavior of people is what makes it better even if proximity is not the best. Social visibility is achieved through the lower density of people per area; as a result, there is a lower
probability of meeting people. The satisfaction of the social aspect of the vocals was not common for all unit types due to the level of proximity that differs from one unit to another. However, noise in general is not present in gated communities and it is much better than the previous home. Most people were satisfied with the general quietness of the social context. Regarding the olfactory, it is the same for all unit types, as pollution is much less than that of the crowded streets and congestion of central Cairo.

Interlocuters have emphasized that their mindset regarding social interactions with their neighbors has changed. People mind their own business and do not reach out to get to know each other except for a minority. This could be because of their personalities. There is also a form of a silent agreement between neighbors not to stare. This has allowed everyone to enjoy the large window with the view without making anyone feel stalked. A general behavior was also observed is that an interlocuter would let their neighbor use their balcony without intruding on their party by using his/her balcony at the same time. A new culture was created to fit the contemporary/modern/current design context. As a result, there is more social privacy between the neighbors; everyone feels more socially private.

5.2 Physical needs

In this section, the results extracted from the analysis of people’s physical needs in their homes from their replies, answers the question “What are people’s physical needs to achieve home privacy?” The fixed design elements and the adjustable design elements are tackled as expressed by the interlocutors in the interviews. This is to provide decent physical accessibility and proximity while eliminating unnecessary visibility and vocals. The following are the replies of interlocuters when asked what they need to feel privacy. The researcher was keen not to mention what are the elements that make a person feel privacy to not affect their answers. As mentioned before, elements affecting privacy outside home boundaries are the compound gate, compound fence, streets orientation, urban density of the houses, and greenery density. While elements affecting privacy inside home boundaries are the house fence, window, house garden, entrance door, and the main gate. The following shows if they mentioned all these elements or not.

5.2.1 Fixed design elements

These elements need to be architecturally predesigned or pre planned. Fixed design elements are included in the urban design of the gated community, the interior walls inside the unit and much smaller elements such as windows and doors. These elements are categorized according to the five factors affecting architectural privacy:

5.2.1.1 Accessibility
Parking spots Availability for social privacy
This issue was widely highlighted by interlocutors in their previous homes without even being asked about it, as it affects the social privacy of residents if it was not preplanned in the masterplan of the gated community. They expressed their satisfaction with it in their current homes, so that was a need that was fulfilled and should stay that way. This was pointed out by twenty of the interlocuters. The following quotes show a sample of how interlocutors highlighted the parking problem:
“I wanted to leave Mohandessin because part of my privacy problem, was parking my car, this was my biggest problem, this was one of the reasons I moved, because I can’t find a place to park, the situation would be very messy and all over the place as one of my kids has my bags, and I want the porter to be helping me, and this bombs my privacy.” (Code: A-S-1)
“The pollution was really bad in Mohandessin it got very crowded, and we couldn’t find a parking spot easily” (A-S-6).

Entrance area/ door design, garden for social privacy
Another aspect that was mentioned was the private entrance area/door as they must adjust their behavior due to the lack of appropriate visual privacy in that area that exposes the whole interior. Four females pointed out that:
“We have a private entrance and garden; I can walk freely in any part of my property without being seen due to high fence of trees” (Code: SV-S-1)
“Separate entrance and garden are things I believe are a need for feeling privacy” (AV-PH-4)
“It gives a feel of a private zone since I have my own entrance.” (AV-NG-15)
“However, I think the only thing that is missing, when we get to have the neighbor next door to come and live here, I will possibly need a separate entrance, because we will both use the same entrance, I think that’s the only thing that’s missing” (Code: AV-MV-9).

5.2.1.2 Proximity
Density of units for social and visual privacy
The first aspect that was expressed as a need for interlocutress is the density of units in a certain area. A lot of interlocuters expressed that this was a factor that annoyed them in their previous home as it affected proximity and visibility. When they experienced a useful design with appropriate density of units per area, they experienced a better privacy level as highlighted by a 28-year-old female living with her husband:
“There is a space between the window of the bedroom and the other buildings, and this space has the garden area of the compound for everyone. So, it is a distance from you and your neighbor, so you do not see the details easily” (Code: AV-MV-9).

While another 28-year-old female living with her husband experienced the opposite and she is annoyed from the high density of units in her gated community, so when asked if she felt privacy in her home she replied:
“Actually no, buildings are very close to each other I would prefer windows that do not have visual privacy to neighbors and passersby” (Code: A-S-5).
5.2.1.3 Visibility

- **Building Placement/Location for visual privacy**

Building placement or orientation as interlocutress expressed affects or adjusted the visual or social privacy that leads to using the outdoor spaces more and making use of their home spaces in a better way as pointed out by a female living with her husband and 3 kids:

“I think that the good building orientation affects the frequency of using my terrace” (Code: A-S-1)

Also, a 26-year-old female living with her family in an attached villa, wanted to have good visual privacy in her balcony to use it more.

“I wish I can have this experience to have a balcony with good visual privacy so I can enjoy my tea in the balcony” (Code: AV-MV-12)

Also, a good building placement allows interlocutors to open their windows more for more natural light without being exposed as expressed by a 25-year-old male living with his family:

“The design of the current house was made with angles to make other people unable to see me inside the house I rarely close the curtains which makes me enjoy the natural light entering my apartment” (Code: A-S-4)

Building location is also expressed as a need as highlighted by this female living her husband and 3 girls. She was relieved that the located pool as a view for her unit was not finished to be used by the residents, this could have affected her acoustic, social, and visual privacy.

“There should have been a public pool here in front of my home, and this would annoy me, it would have been that I would be sitting in my balcony and watching people in the pool. This would have affected my visual, social, and acoustic privacy. This is not related to Egypt’s culture at all” (Code: AV-S-2)

- **Windows size and position to achieve visual privacy:**

Windows design is a need mentioned by the residents to achieve two aspects: 1) allow more natural light, and 2) not expose the inhabitants. As discussed in section 4.10.1, people chose many windows with little privacy over few windows with more privacy because they believed that natural light was more important as mentioned by the following interviewees:

“I will choose the one that has many windows and lots of light and little privacy, this is something I was not aware of until I lived here, I felt that natural light is important and that regarding privacy I can adjust it with curtains and shutters. I would like to have the option of controlling the level of privacy” (Code: AV-S-3),

“I will prefer the one that has many windows and lots of light and little privacy and I will adapt
the privacy with curtains” (Code: SV-MV-6).

And others complained that this affects the visual privacy:

“Wide windows make anyone inside the house visible to the streets, I have to close the curtains” (Code: A-S-3),

“I would like balconies more because you get ready to go out however the full-length windows affect the visual privacy and also, I can’t really open the curtains, because in the morning when I open the window and I’m ready and wearing appropriate clothes, I can expose my daughter to be seen if she is passing by asking me something in my room, and it happened before. So, closing the curtains all the time is necessary, we cannot be exposed like that all the time” (Code: AV-S-2).

A 37-year-old female expressed that having her windows exposing her from the street is very annoying that she thinks of moving. This shows the importance of window design and size.

“A lot of times I feel I want to move because anyone passing in the street can easily see us. I prefer windows to be positioned in a way to not be seen by people in the street” (Code: A-NG-9).

Others expressed that windows should be taken into consideration in the design to allow good amount of natural light without exposing the residents in their private space.

“Yes, I would like smaller windows but not to be a prison, for example 50% closed and 50% open, but this design is 100% open” (Code: AV-S-2),

“Of course, the bedrooms are not supposed to be exposed to the neighbors, and the windows are supposed to give a nice look without revealing people inside the house” (Code: AV-MV-11),

“It’s important to have windows in locations that don’t offer visual access to neighbors or passersby” (Code: SV-S-1).

• To allow natural light:
This aspect was proved all through the results, where people preferred many windows with little privacy in both surveys and interviews, and many mentioned that they love natural light in their homes.

“I like natural light, it is very important to me, I try to open it as much as I can only if I will not be exposed. According to the situation I open or close the curtains to adjust privacy” (Code: AV-PH-6),

“I will prefer, the one has many windows and lots of light and little privacy and I will adapt the privacy with curtains” (Code: SV-MV-6),

“I prefer the windows to be large and fill the rooms with light. It is very comfortable psychologically for me, much more than few windows” (Code: AV-MV-11).

5.2.1.4 Vocals

• Thick/Solid walls for acoustic privacy
People in apartments said they did not feel Acoustic privacy in their current home because:

“Walls pass any voice even if it’s not loud” (Code: A-S-3),
“The walls are thin, and the garden is visually accessible” (Code: A-NG-10).

While a male living in an attached villa has highlighted that this was an issue in their previous home and now, he has a better experience because it is not there anymore, which shows how people relate to a need when they experience it after it was absent.

“Yes, the acoustic privacy changed after moving from the previous home, we were always cautious about our voices because we could hear our neighbors through the walls, they could hear our conversations and what we are doing in our house” (Code: AV-PH-6).

Also, a 27-year-old female living in a stand-alone villa had noticed that her neighbor has redesigned her stand-alone villa with glass walls but then she changed it, as it lacked visual privacy and was not practical. This neighbor told the interviewee once, while having one of the chitchats.

“For example, one of my neighbors made her home fully modern with glass walls but in a year, she changed it, she could not practically live in a house that is so exposed and see through. She even changed the style to warmer colors and materials that are not concrete, marble, and glass” (Code: SV-PH-5).

Moreover, a 26-year-old girl living in a twin villa has explained that they added a room on the roof and made its walls glass as part of the modern design but then she uses shutters to regulate privacy in this room.

“In the roof, we made my room walls to be glass, everyone can easily see through it, but I have shutters between the bed and the glass wall, so when I close the shutters, I feel privacy 100% for sure” (Code: AV-PH-8).

5.2.2 Adjustable/controllable privacy strategies

In this section, interlocutors have emphasized that they would like to have adjustable elements that allow for the level of privacy they desire at different feelings and states. This would give each family member the privacy needed, and the privacy achieved can be equal to the privacy desired. From the previous results discussed, it is clearly obvious that people are open to adaptability and adjustability; they are tolerable with adjusting their behavior or using tools that adjust the privacy level such as curtains or shutters. They can adjust socially or physically. Several people even like to have adjustable spaces as they get bored from the static design, or they like to customize the space according to their needs which changes over time. To several people, giving birth was a life changing event that made them give up a little on their lifestyle for the sake of their kids and others have their perception change when they age in a different context or social setting. Others generate new ideas when experiencing things, they did not know about. Thus, when interlocuters were asked if they would like to have different levels of privacy in their homes or just have a full private home the following were the answers:

“It’s fine for me to have a home with adjustable privacy level because we could use this as part of the interior” (Code: AV-PH-5),
“No there wasn’t a room for any additions or modifications to adjust the privacy, I wish it had” (Code: AV-MV-12),
“I believe that a modern home or even any type of future home should have this flexibility as private or un-private as I want” (Code: SV-PH-5),
“I think to have control on the privacy of the areas, is better, because if everything is private, there will not be balconies and the windows will be small, only walls, I really like the houses with a lot of windows, I like the natural lighting a lot. I will prefer the first option, which is to control my privacy levels” (Code: A-S-5).

5.2.2.1 Accessibility and Proximity

- Several entrance doors/gates
To achieve accessibility and proximity with adjustable privacy strategies as mentioned by the interlocuters, several entrance doors were requested by residents in ground floor apartments. A 25-year-old male living with his family highlighted that an external access for the garden would make it better for social privacy so that he can have his friends visit without invading his family’s privacy: “I would prefer the option of an easy external access from the garden” (Code: A-NG-10).

5.2.2.2 Visibility and Vocals

- Screens/shutters/partitions/curtains:
Although people showed a high tolerance to the modern design of their current home and adapted to the new lifestyle, their need for screens, shutters, curtains and partitions will remain necessary as was mentioned by all interviewees.

- Fences and gardens
People have highlighted that they prefer the view over a high fence; however, this question was somehow frustrating to some of the interviewees as they did not want to choose one option over the other. They wanted to have control over the possibility of adapting their home design to either of those options. So, adaptability of the fences and the gardens is a need to meet all the preferences of the residents, which also shows that developers should not have strict rules regarding privacy preferences of their clients.

- Balconies and terraces
People have highlighted that a balcony with appropriate visual privacy is a need in their homes because it allows to achieve privacy functions such as emotional release or excitement, self-evaluation, or identity, as mentioned by a 25-year-old male who works in the creative industry:
“I would prefer to have a balcony, but that was not an option in my current home. I would have used it daily to drink my coffee in the morning. If I invite my friends, we will sit in it. I would use it to write notes, generate new ideas and get some fresh air, mainly for chilling reasons” (Code: A-S-4).
Also, a 38-year-old female married with kids highlighted the importance of a balcony in her home:

“Of course, I will choose the one that has the balcony, the balcony is very important because it provides a nice change in the everyday routine” (Code: AV-MV-11).

Other interlocuters explained that having their balconies facing the neighbors is something they do not prefer as this makes them uncomfortable. It makes them feel forced to communicate if they make eye contact. Also, they may feel that they are not at ease talking freely as they may hear them as if they were sitting with them. Some even mentioned that having the balcony facing the street is better to have better visual and social privacy. A 25-year-old male living with his family and a 28-year-old married female pointed out that:

“I prefer a home with a balcony, I prefer experiencing the outdoors, better weather and feeling nature. Also, if neighbors had a balcony that overlooked my apartment and they used it, I would be annoyed. I would prefer if my balcony were overlooking the street, I would use it more” (Code: A-NG-10),

“The lack of privacy in the balcony is not affecting my usage for the balcony but it’s annoying me while I’m using it, cause if I’m sitting in the balcony and my neighbor decided to use theirs, I would feel uncomfortable to keep sitting, it would feel awkward” (Code: A-S-5).

However, others highlighted that they do not like having their balconies facing the street especially if they are on a lower floor level. So, every design should have both options, units with balconies facing the street and others having a view that is not directly facing the neighbors to accommodate all preferences and personas.

“I would Never use my balcony if it’s facing the street, as I told you, the balcony we have is facing the street, we don’t use it and even my father doesn’t use it to have a cigarette, also because my father’s bedroom is directly on the street, he is always closing the shutters for privacy” (Code: AV-MV-12).
Chapter 6
Conclusion

6.1 Concluding themes

People buy in gated communities for the broader social security component with the image of modernity at the cost of the immediate neighborhood privacy by accommodating their behaviors and adapting to the privacy level of the design to remain satisfied.

6.1.1 Selling a dream home (a void idea of privacy):

However, interviews have shown that not having the best design for private homes is not the real problem, but there is another dimension that we should focus on: the developers’ selling tools and tactics. What I discovered is that the developers are trying to sell dream homes, and selling this dream started to take a particular shape in the outer aesthetics of the architectural units that translates into a flat imitable western design that doesn’t take into considerations people’s real needs and deploys a void idea of privacy to create new clientele that suits their criteria of design. Usually, you would create a product that fits the client. Still, in gated communities, it is the opposite, where the developer tries to make the client fit into his design product. However, the developer cannot change the client’s behavior, but rather the clients are adapting to the new home to justify their move towards what they aspired to be a better quality of life, resulting in a change of the cultural norms and beliefs. Privacy has become a selling word as mentioned in the attached figures in the introduction. It is more like they could not provide the full privacy people aspire for because of the limitations of economics and costs. This is done by selling them this idea of living the western lifestyle that is also sold in the aesthetics of the units. They are selling social and physical western lifestyles and homes to create a trend that attracts people. This has caused a change in the cultural norms, and it may have already started a new paradigm of the upper and upper middle classes’ new socio-cultural norms. However as mentioned in the literature review, Asfour argues that it is possible for a culture to derive inspiration from another while still maintaining its own identity that is manifested in social values, and this is what designers and developers should be willing to investigate and design. Introducing western ideas to the Egyptian designs is an old concept that was incorporated since the era of Hilmiyya and Mohamed Sadeq’s architecture. However, this architect, as well as Mohammed El Husayni and Hassan Fathy, they all managed to produce a balanced equation of westernized local architecture.

6.1.2 Creation of new dichotomies and tolerance to privacy:

Although results have shown that privacy is important to interlocuters, the home privacy levels has created several new dichotomies of: a) opening the large-sized windows to the
views they have in the gated communities versus the need for visual privacy, which is not to be exposed, b) choosing a low fence for a view vs. the high fence (or courtyard) for better visual privacy, c) choosing the mashrabiyya only if it looks modern vs. its function and outdated shape. Thus, we can conclude that people are changing their preferences, habits and behavior and adjusting their behavior according to the design (being determined by the developers) as usual. For example, in a culture like America, it is normal to have big windows. However, in a culture like Egypt, and as mentioned in the interviews of how people behaved in their previous homes, it was not the norm to have large windows as there was no view, and the windows were small. But now, this new design language of the new gated communities has changed how people behave in their homes to make use of what they paid for. So today, we can say that gated communities have contributed to changing social habits and tolerance towards new defining limits for privacy. This has led to the transformation of perceptions in the whole society, to the extent that we can ask: if we recreate the social and physical context of the previous homes, as mentioned by the interviewees, will they be able to live the previous lifestyle? They prioritized other factors over immediate privacy, as explained in the following paragraph.

6.1.3 A matter of prioritization: a change of privacy perception:

Developers imported western aesthetics language to be able to sell dreams of modernity to aspiring clients. As a result, people chose a gated community as they desired something better. They found security and privacy on the broader social level of privacy, which lies in the gates and fences separating them from the world outside. This has thus contributed to increasing the segregated structure of society under the guise of seeking more privacy. In the previous dense home context, all segments of people were living in proximity and dealing with each other, but in the current homes in gated communities, all social classes are being separated as people who enter the gated community are selective, constrained, and restricted. However, they did not find immediate privacy within their surrounding neighborhood. But why are gated communities still popular although they still have some aspects from the previous homes? As mentioned by people interviewed, it is because they are looking forward to two other things: aspiration for modernity and broader security privacy level. The fact that people accepted lower levels of immediate privacy means that it is a matter of prioritization. Clearly, the aspiration to modernity, more general security, and social privacy level is more preferred than the immediate neighborhood social level. This led to living the life of a modern, western person by adjusting behaviors in most cases. They seem to agree that there are other things to be chosen in a home other than privacy, but at the same time they will not sacrifice it. Although it is concluded that to be modern doesn’t necessarily mean to be less private, they agreed that modernity of architecture somehow sacrificed privacy in the process because of the use of more openings and designing large windows as mentioned by the interlocuters in section 4.9.
Moreover, newly married people nowadays choose gated communities as their priority when considering buying their homes. However, it might be expensive or less affordable
than homes in non-gated communities. This is the new trend. Also, having people think about whether they would sacrifice privacy for a modern and open home design, as they would pause and think about what they prefer. This shows that modernity is not something they would approve of right away. However, it is finding its way and already taking over the residential design to the extent that people would consider if privacy were as important as the look of the house or not when buying their homes. Which is something that was not present in the past as mentioned in the literature review that what was important to society was mainly that a house was able to preserve the family’s privacy. What was so common, was the treatment that involved the placement of parapet of free standing mashrabiyya or shutters over the terrace balustrade to allow the women of the house to enjoy the openness of a terrace without being exposed to the public eye. Hence, in time both western and local ideas coexisted in the same building. This does not promote for bringing back the mashrabiyya but rather think of more ways how to cater for people’s needs while still being open to new western ideas, only if this is what people are being satisfied with, as an aesthetic look of their home.

6.1.4 Economic Factors affecting the physical design of privacy in home designs:

There is no way that informs us, as designers, to design in a certain way. However, some aspects overhaul the design, such as the economic factor of maximizing revenues with the lowest cost. This forces the developers to construct more units per area, affecting privacy at the immediate neighborhood level, which entails three privacy aspects: visual, acoustic, and sometimes social. Also, the dimensions in which the architect can control aesthetics that affect the privacy of the residential unit lies in the window size and position, fences, and entrance lobby. Also, for balconies to have a controlled privacy design is challenging. Moreover, some unit types have general constraints, such as that all twin villas and townhouses must be attached and always share a wall. As the designer considers all these factors, this does not allow him/her to fulfill his dreams in the design and satisfy the user entirely.

6.1.5 Factors affecting the change of social context:

The social setting and context changed due to 2 things: people’s perceptions changed as they 1) adapted their behaviors to a) the large-sized windows that opened to a view and b) using their gardens and balconies despite being seen or heard to make use of the money they paid; 2) the gate significance that was sold as an aspiration by the developer to have a selective community that led to restricted interactions which changed people’s behaviors and made people prefer fewer interactions. Thus, it is like transformation cycle of social settings that starts and ends with developers selling privacy and lifestyle with gates as an aspiration to have a selective community which leads to fewer interactions leading to people’s changed behavior and adapting to different mode of living to make use of the money they paid to the developer. As mentioned by a 30-year-old female living with her family: “Because I’m also chill, I’m not the kind of person who would say “اقطفي مينفعش حي يشوفنا.”
and at the same time I want to open up and see the view in front of me, enjoy what we paid for” (Code: SV-PH-3)

Moreover, as highlighted by a 31-year-old female living with her family, having neighbors that may see her is not a factor in not using the balcony or the garden:

“Using the roof has nothing to do with others who might see me; I use it whenever I want” (Code: AV-NG-15).

So, this is an economic dimension that is changing the social pattern, fabric, and behavior. The abovementioned cycle summarizes how people perceive privacy, which solved a problem from the residents’ perspective but created other segregation problems.

### 6.1.6 Privacy problem awareness

Lack of awareness of the problem makes people unable to respond to some questions, and they would not know what they need because they have lived in the same setting for so long, and nothing triggered their feeling of living in a better environment. As a 25-year-old living in a duplex in Sodic with his family mentioned, “In the current home, the kitchen visual and acoustic privacy is ok. However, it was more private in the previous home; I was more satisfied with the visual and acoustic privacy than the current home; I am always cautious about being seen or heard. Acoustic privacy’s importance for me has increased. I was taking it for granted. I did not know whether it was important for me to be heard by your neighbors or not” (Code: AV-S-3).

This shows that when you have a problem, you do not necessarily feel it unless you experience it. For instance, security was not an issue with most interlocuters in the previous home, which is ironic since this is the most satisfying aspect they expressed in their current home. Moreover, as mentioned in section 4.11.1.2, attached villas residents became more aware of the visual privacy problem when they realized that they were still exposed from upper units or adjacent ones since they share a wall. They also mentioned that choosing an attached villa for them was like a stand-alone but more affordable. They were not aware of a problem because they did not experience it. However, another male living in an attached villa in Palm Hills has highlighted that acoustic privacy was an issue in their previous home but now, he did not realize it was important until he had a better experience, as it is not there anymore, which shows how people relate to a need when they experience it after it was absent.

### 6.2 Conclusion

I was initially investigating people’s dissatisfaction with their current homes in the gated community; however, a general feeling of satisfaction was concluded as this is a whole package, as mentioned by the interviewees. They adapted to the new design as they were adapting in their previous home. So, a general rule is that the residents always find a way to adapt because no one likes to live in a dissatisfied status all the time. They will just adjust their behaviors and sacrifice being fully at ease in certain areas of the house if they know they are exposed, or they could start caring less regarding being exposed as what
happened mostly with the male residents.

In relation to the initial working hypothesis that “although the modern and technological infrastructure of architectural production is changing, the cultural perception of privacy will remain one of the basic needs that direct and develop an innovative design, despite what the colonialism and the state try to enforce on their citizens in the name of their aspiration of being modern.” However, research has proved that privacy as a concept will continue to change and transform with the shifts of the modern and technological infrastructure. There are two main conclusions that we can draw from this discussion: the first, is regarding the design elements of home privacy perceptions, and the second is regarding the change in how developers address their designs to clients.

Regarding the designs, it appears that what people need is more controllable and adaptable designs to their changing needs and statuses. Most people agreed that in the previous home the factors that affected visual privacy are the windows size as they were smaller. Also, people did not have a view to look at, so they were closing the curtains all the time. Moreover, we can consider that a private entrance that does not expose the interior of the house is a good design element, and a balcony with screens and greenery as visual privacy element is preferable. Regarding the entrance, people who did this alteration were in apartments and attached villas only, while for the stand-alone no one mentioned this problem. This shows that the physical setting of a stand-alone villa naturally provides more privacy which supports the residents’ choices for stand-alone villas as a unit type, as this unit type naturally provides a higher level of privacy. Moreover, they agreed that the factors affecting social privacy was the absence of people with a curious mindset to know everything happening around them such as the interference of the portman or the kiosk guy in front of the building or even some curious neighbors who interfered with their personal lives. Nevertheless, this is not the real problem concluded from the results, what I discovered is that the developers are trying to sell a void idea of privacy to create new cliental that suits their criteria of design. The developers are encouraging their clients to aspire for modern homes with a gated community lifestyle, promising them privacy, tranquility, serenity, comfort, safety, and a higher quality of life. This is a transitional phase where people start to inhabit gated communities rooting for its positives and overlooking any negatives. The percentage of people moving to gated communities is increasing everyday as the newlyweds choose gated communities even if it may cost more than an apartment of the same area with a lower cost outside a gated community. They are choosing to buy a certain lifestyle sold by the developer over a larger home without the full services provided by the gate communities.

All these changes for the aspiration to be modern can also be defined as an infrastructural glitch. A glitch is an interruption within a transition, or a troubled transmission. The revelation of an infrastructural failure, Berlant (2016), in his book on the convenience of
other people, provides a concept of structure for transitional times. According to him, all times are transitional. However, at some crisis, politics is defined by a collectively held sense that a “glitch” has appeared in the reproduction of life. The repair or replacement of broken infrastructure is in this book’s argument, necessary for any form of sociality to extend itself. Paul Edwards (2003) points out that the failure of an infrastructure is ordinary in poor countries and countries at war, and people suffer through it, adapting and adjusting. The residential infrastructure in Cairo has witnessed this glitch when its citizens started to move out from the actual city to its suburbs (New Cairo and 6th of October city) for the aspiration to be modern searching for less crowd, safety, security, less noise and opening their windows to nice views without being exposed, which are all types of privacy. This can be considered as part of the transitional times mentioned by Berlant. They believe that this is modernization because a gated community is selling to you all these promises from better services to security and safety, to privacy and luxury of the quietness that you will not find in a normal neighborhood such as downtown, Nasr City, Dokki, or many more. These compounds promise you a life in your own home without others annoying you or being disturbed by all these noises from the street to wake you up in the middle of the night. They even believe that they would be able to enjoy their garden privately as they could not enjoy their balcony overlooking the crowded streets without being seen by their neighbors.

This thesis has shown that people can have their different reasons why they move from one home to another, and in most cases sacrificing the immediate neighborhood social level privacy for modernity was one of them without being conscious of the consequences of that decision. This was concluded from the constant choices made by interlocuters between several dichotomies in the design that are always opposite to privacy. However, people still hold onto their privacy, as this was proved through privacy importance questions, but they adapted their behaviors to not be exposed visually, acoustically, and socially in new-found ways to adjust with the design they want to make their money worthy of. This has created a new definition of privacy for everyone, whether it is material privacy or immaterial one. At the end, this adjusting paradigm has produced new vocabularies, understandings, and boundaries that can partially be used as a reference by designers and architects to create adjusted gated communities with the appropriate privacy as defined by the citizens. However, the issue is still far greater than this.

From a designer’s perspective, there is no one way that informs us to design in a certain way. However, there are some aspects that overrides the design such as the economic factor of maximizing revenues with the lowest cost, and to do that, building more units per area will still exist. The architect will always be aware of all other factors that does not allow him/her to fulfill his/her dreams in the design and satisfy the user fully. Moreover, the design aspects which the designer can control are limited, such as the size and position of the windows, because there are the general constraints of some unit types such as that all twin villas and townhouses will have to be attached and will always share a wall.
Moreover, another problem concluded from the results, is that the developers are trying to sell a void idea of privacy to address a new clientele that suits their criteria of design. Normally you would create a product that fits the client, but in gated communities, it is almost the opposite, where the developer is supporting the transformation of a social segment to become the suitable clientele for their product. In selling them the western lifestyle to which they aspire at face value, though not necessarily in the full extent - especially in privacy-, developers are contributing to changing cultural norms and beliefs. This has caused a change in the cultural norms, and it may have already started a new transformed Egyptian with new socio-cultural norms. For them to create a trend that attracts people is the goal. This is done through selling social and physical western lifestyle and homes. Western influence has always been part of the Egyptians homes since the Palladian villas era as mentioned in section 2.2.6. Architects like Muhammad Sadeq and Mahmoud El Husayni accepted the western influence while adding the local feel to fit the cultural norms and needs in the design. They created balance in the design while accepting foreign ideas. Moreover, as a designer the research has proved that the user accepts the idea of adaptable elements in his home design. The idea of adaptability caters for serving the needs according to the various personas present in this diverse collective culture of Egyptians. As a researcher, the idea of privacy fits in this study as a concept that is not necessary as the most important, although it was proved to be important by the interlocuters. Also, the design may not revolve around this concept of privacy but providing the option for the user always results in higher satisfaction levels. This results in balancing the desired privacy to be equal to the achieved privacy that serves a well-designed home as mentioned by Altman (1975) in the literature review. When the achieved level of privacy does not match the desired level of privacy, a state of imbalance exists. This imbalance is noticeable to the individual and causes discontent in the everyday life of a resident’s home.

6.3 Limitations and Challenges

“In the English language, the word privacy is a catchall concept that incorporates a multitude of meanings and evokes a wide range of human emotions” (Laufer & Wolfe, 1977). Nevertheless, the word ‘privacy’ is regarded as untranslatable (Nouri, 2015). Arabic, like many other languages (e.g., Russian and Japanese) lacks a particular word for privacy; and there are various words and expressions that somewhat overlay the meanings of privacy. These terms, neither completely different nor totally the same, are often mistaken and misplaced. Due to this overlap of words meanings people have defined privacy differently and understood the questions differently that a lot of times the researcher had to re-ask or rephrase the questions. This challenge could have been easier if during the interview, a picture of residential units with screens and partitions integrated in the elevations that looks modern and at the same time provides different levels of privacy, was presented to them, as shown in figure 31 and 32 below. This could have been more accurate in fixing the variations of what people think about a certain idea of privacy. It
would also prove the point that modern architectural designs should not be the opposite to privacy in home designs. Figure 32 shows a villa using screens made by “Milli,” which is a company specializing in the production of 4-slot wind cement tiles with new solutions. This shows that solutions for privacy are present but the lack of awareness towards these solutions and towards people’s needs is what affects the designs.

The factor of time was also limiting and challenging. Initially, the researcher was aiming to have interviewees of the same unit type such as stand-alone villas and compare between three gated communities but have the unit type as a fixed factor. However, reaching a considerable number of interviewees that would qualify for the research of the same unit type in only three gated communities was challenging, and the researcher could only reach the interlocuters mentioned in appendix B. Thus, the researcher reorganized the way in which they analyzed the data. Exploring what elements in a design provide a satisfying privacy level in a home was decided accordingly. To reach results to this matter, the researcher opted to compare between the three-unit types and see if privacy satisfaction levels are affected by the difference in the physical setting. Also, it was planned to assess if privacy perceptions are affected by the change of the unit type from the previous home to the current home, in case of people who moved to an attached villa or a stand-alone villa. The results ended up with showing that almost all interlocuters of the same unit type, regardless of the gated community, experience the same level of privacy in most cases, as there will always be exceptions that should be eliminated to avoid jeopardizing the results.

6.4 Future Studies

6.4.1 More layers of home privacy:

At the beginning of the research, there were several assumptions and observations that turned out to have different causes and reasons. From a physical setting perspective, this research has compared privacy levels of three different unit types: the apartment, the attached villa, and the stand-alone villa. The results showed that different factors can affect the unit types differently due to the natural physical setting of each. However, for future
studies, comparing between different gated communities of the same unit type, can be interesting as it can show more specific sub-factors through comparing the urban scale design and the density of units per area. Moreover, this study has focused on the privacy level of the home’s outer envelope in relation to the surroundings. Another layer of study can be for exploring privacy for the interior of the house itself, the relation of the rooms to each other, and if it provides privacy for different family members in the house.

6.4.2 Developers’ privacy perspectives:

There are two dimensions of perspectives: the inhabitant/client perspective dimension and the developer/designer dimension. This research has only tackled fieldwork from the inhabitant perspective, and the developer dimension was only tackled based on what the interlocutors thought or based on literature reviews and poster advertisements observations on social media and on the streets. To have the full picture, further research that entails developers’ perception is recommended for a future study. Conducting interviews with the developers and designers on how they tackle this issue from all the factors discussed in literature review section 2.2.1 such as economic, political, and sociocultural; these factors will open other dimensions that may resolve this issue in progressing development. Further research with the developers and designers is recommended to explore the other tangles of this issue. Not only that, but a study regarding how developers target their users through the advertisements can be intriguing to explore the real motives behind those social media posts from a marketing infrastructural perspective.

The literature has proved that famous Egyptian designers such as Muhammed Sadeq, El-Husayni, and Hassan Fathy have always found their way through designs that were contemporary or modern, but at the same time allowed cultural norms to drive their designs and to produce satisfying home privacy projects. This was called westernized local architecture. However, what we have now is designers and developers driven by the economic aspects and western aesthetical trends. As a result, awareness regarding considering privacy in the designs without compromising the economic factor can still be achieved but needs further research and thought to achieve appropriate designs with the minimum cost.
References


116


Appendix A
Interviews questions

Factors shaping their home privacy perception:

Questions in the interview in relation to the 1st theme:

• Why did you choose to move to a gated community? Why did you choose this unit type? Was privacy one of the reasons you made these choices? And why?
• What do you think is the main motive behind your desire for privacy? And why?
• How do you feel if people look into your home whether they are neighbors or passersby? Does it differ if it is just passersby or your neighbors? Do you think that this is different from your previous home to your current home? Like are you still annoyed if someone looks into your house? And why?
• For each area of the house, do/did you feel privacy in your current/previous home and why?
• So, would you say that you may feel reluctant to use your balcony/garden because neighbors might observe you? And why?
• If your neighbors had a balcony that overlooked your home, would you be bothered if they used it? And why?
• Did your windows design and position give you visual/auditory/social privacy?
• In general, did/do you feel privacy in your previous/current home and why?

Behavioral implications of their home design privacy level:

Questions in the interview in relation to the 2nd theme:

• In your current/previous home, Do/did privacy concerns affect your behavior in your indoor or outdoor home areas? And why?
• Did you make alterations in your previous/current home to increase privacy in any area of the house? What are they? In which areas? and why? So, after these alterations, were you satisfied with the social/visual/auditory/security privacy of your previous/current home? And why?
• In your current/previous home, Do/did privacy concerns affect your use of balcony/garden? What types of privacy, Visual, acoustic social, security? Why?
• In your current/previous, is/was your balcony facing the street or the neighbors? How often do/did you use it? And why? And when? Would you use it more if it had more privacy?
• In your current home, how often do you use your garden? Is it related to privacy? Would you use it more if it had better privacy? And why?
• In your current home, is your home completely fenced? Is it a high or low fence and why?
• Do/did plants act/function as a physical privacy element in your current/previous home? And why?
• Did you have reflective glass windows for more privacy? And why?
• How often do you use curtains? When in the day and where? And why?
• How often do you use the shutters? When and where? And why?

The needs and expectations of achieving the desired privacy in their home design:

Questions in the interview in relation to the 3rd theme:
• What first comes to your mind when you think of home privacy? How do you define privacy in your home?
• Is privacy important to you? why?
• How important are the four types of privacy to you in your home for each area of the house? and why?
• Did the importance of privacy types change when moving to your current home? Visual /social/acoustic/security? Why did it change? How did it change?
• Are you satisfied with the visual/acoustic/social/ security privacy for each of your homes, the previous and the current? And why
• Are you satisfied with visual/acoustic/social/security privacy concerning each area for both homes and why?
• Are you satisfied with visual/acoustic/social/security privacy concerning your balcony/garden for both homes? And why?
• If you had to choose between two houses in your neighborhood that were identical except that one had balconies and the other did not, which would you prefer? Why?
• If you had to choose between two homes that were identical except that one has a high fence and the other has a low fence with a view, which would you prefer? And why?
• Where are you satisfied with visual/acoustic/social/security privacy concerning your windows? And why?
• If you had to choose between two houses in your neighborhood that were identical except that one had many windows (lots of light but little privacy), and the other had few windows (little light but lots of privacy), which would you prefer?
• Would you be open to the idea of mashrabiyya as it allows sunlight and air without being exposed? You can see outside without limiting natural light and without being exposed to outsiders. If it were done in a way that is modernized, would you like it? And why?
• If you had to choose between two houses that differ only in that one has a garden and the other has a courtyard, which would you choose? And why?
• Do you think you would want different levels of privacy in your home? and why?
• Do you mind giving privacy to your house to look open and modern? And why?
• Did your privacy perception change in the process of you moving to a modern home? And why?
• Do you believe to be modern is to be more/less private? And why?
• Do you believe that architectural modernization has caused privacy to be
Appendix B
Interviews tables

Table 9 - Showing description of the interlocutors interviewed.

<table>
<thead>
<tr>
<th>Unit type</th>
<th>Gated Community</th>
<th>Description</th>
<th>Code</th>
<th>Status</th>
<th>Age</th>
<th>Previous home</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apartment</td>
<td>Sodic/ Beverly</td>
<td>Ground with garden</td>
<td>A-S-1</td>
<td>Married, living with her husband and 3 kids</td>
<td>46</td>
<td>Mohandessin</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Third floor</td>
<td>A-S-2</td>
<td>Married, living with her husband and kids</td>
<td>39</td>
<td>Mohandessin</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Third floor</td>
<td>A-S-3</td>
<td>Married, living with her husband and kids</td>
<td>40</td>
<td>Marioteya</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Second floor</td>
<td>A-S-4</td>
<td>Single, Living with his family</td>
<td>25</td>
<td>Mohandessin</td>
</tr>
<tr>
<td></td>
<td></td>
<td>First floor</td>
<td>A-S-5</td>
<td>Married, living with her husband</td>
<td>28</td>
<td>Manial</td>
</tr>
<tr>
<td></td>
<td></td>
<td>First floor</td>
<td>A-S-6</td>
<td>Married, living with her husband</td>
<td>28</td>
<td>Mohandessin</td>
</tr>
<tr>
<td></td>
<td></td>
<td>First floor</td>
<td>A-S-7</td>
<td>Married, living with her husband</td>
<td>30</td>
<td>Maadi</td>
</tr>
<tr>
<td>New Giza</td>
<td></td>
<td>Third floor with roof</td>
<td>A-NG-8</td>
<td>Married, living with her husband and 2 boys</td>
<td>25</td>
<td>Zamalek</td>
</tr>
<tr>
<td></td>
<td></td>
<td>First floor</td>
<td>A-NG-9</td>
<td>Married, living with husband, two kids</td>
<td>37</td>
<td>Dokki</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ground with garden</td>
<td>A-NG-10</td>
<td>Single, living with his mother and brother</td>
<td>25</td>
<td>Zamalek</td>
</tr>
<tr>
<td>Attached Villa</td>
<td>Sodic</td>
<td>Duplex with garden</td>
<td>AV-S-1</td>
<td>Married, living with her husband and children</td>
<td>35</td>
<td>Heliopolis</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>AV-S-2</td>
<td>Married, living with her husband and 3 girls</td>
<td>49</td>
<td>Mohandessin</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>AV-S-3</td>
<td>Single, living with his parents and siblings</td>
<td>25</td>
<td>Zamalek</td>
</tr>
<tr>
<td>Location</td>
<td>Type</td>
<td>Reference</td>
<td>Details</td>
<td>Age</td>
<td>Location</td>
<td></td>
</tr>
<tr>
<td>-------------------</td>
<td>------------------</td>
<td>-----------</td>
<td>----------------------------------------------</td>
<td>-----</td>
<td>------------</td>
<td></td>
</tr>
<tr>
<td>Palm hills</td>
<td>Town house</td>
<td>AV-PH-4</td>
<td>Single, living with his parents</td>
<td>25</td>
<td>Mohandessin</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>AV-PH-5</td>
<td>Married, living with her husband and son</td>
<td>54</td>
<td>Mohandessin</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>AV-PH-6</td>
<td>Single, living with his parents and siblings</td>
<td>25</td>
<td>Mohandessin</td>
<td></td>
</tr>
<tr>
<td>Twin villa</td>
<td></td>
<td>AV-PH-7</td>
<td>Married, living with her husband and kids</td>
<td>33</td>
<td>Mohandessin</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>AV-PH-8</td>
<td>Single, living with her family</td>
<td>26</td>
<td>Mohandessin</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I-Villa with roof</td>
<td>AV-MV-9</td>
<td>Married, living with her husband</td>
<td>28</td>
<td>Mohandessin</td>
<td></td>
</tr>
<tr>
<td>Mountain View</td>
<td>I-Villa with roof</td>
<td>AV-MV-10</td>
<td>Married, living with her husband and kids</td>
<td>30</td>
<td>Zamalek</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I-Villa with roof</td>
<td>AV-MV-11</td>
<td>Married, living with her husband and 2 kids</td>
<td>38</td>
<td>El-Mokattam</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I-Villa with garden</td>
<td>AV-MV-12</td>
<td>Single, living with her family</td>
<td>23</td>
<td>Maadi</td>
<td></td>
</tr>
<tr>
<td>New Giza</td>
<td>I-Villa with garden</td>
<td>AV-MV-13</td>
<td>Married, living with her husband and 2 girls</td>
<td>49</td>
<td>Nasr City</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Town house</td>
<td>AV-NG-14</td>
<td>Married, living with her husband and children</td>
<td>50</td>
<td>Dokki</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Twin villa</td>
<td>AV-NG-15</td>
<td>Single, living with her family</td>
<td>31</td>
<td>Mohandessin</td>
<td></td>
</tr>
<tr>
<td>Sodic</td>
<td>Stand alone</td>
<td>SV-S-1</td>
<td>Single, living with her family</td>
<td>28</td>
<td>Mohandessin</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>SV-S-2</td>
<td>Married living with her husband and kids</td>
<td>34</td>
<td>Mohandessin</td>
<td></td>
</tr>
<tr>
<td>Palm hills</td>
<td></td>
<td>SV-PH-3</td>
<td>Single, living with her family</td>
<td>30</td>
<td>Mohandessin</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>SV-PH-4</td>
<td>Married living with her husband</td>
<td>53</td>
<td>Nasr City</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>SV-PH-5</td>
<td>Single, living with her family</td>
<td>28</td>
<td>Maadi</td>
<td></td>
</tr>
<tr>
<td>Mountain view</td>
<td></td>
<td>SV-MV-6</td>
<td>Single, living with her family</td>
<td>26</td>
<td>Nasr City</td>
<td></td>
</tr>
</tbody>
</table>
Table 10 - Showing how interviewees mentioned different privacy functions in their conversations.

<table>
<thead>
<tr>
<th>Code</th>
<th>Age range</th>
<th>Are they able to achieve the privacy states in their home design?</th>
<th>Privacy functions are achieved through these states</th>
<th>Why do you need privacy? Why is privacy important?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Solitude</td>
<td>Intimacy</td>
<td>Anonymity</td>
</tr>
<tr>
<td>A-S-1</td>
<td>45-54</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>A-S-2</td>
<td>35-44</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>A-S-3</td>
<td>45-54</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>A-S-4</td>
<td>25-34</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>A-S-5</td>
<td>25-34</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A-S-6</td>
<td>25-34</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A-S-7</td>
<td>25-34</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A-NG-8</td>
<td>25-34</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A-NG-9</td>
<td>35-44</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>A-NG-10</td>
<td>25-34</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AV-S-1</td>
<td>35-44</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>AV-S-2</td>
<td>45-54</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>AV-S-3</td>
<td>25-34</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>AV-PH-4</td>
<td>25-34</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AV-PH-5</td>
<td>55-64</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>AV-PH-6</td>
<td>25-34</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>AV-PH-7</td>
<td>25-34</td>
<td>1</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>AV-PH-8</td>
<td>25-34</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>AV-MV-9</td>
<td>25-34</td>
<td>1</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>AV-MV-10</td>
<td>25-34</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AV-MV-11</td>
<td>35-44</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AV-MV-12</td>
<td>25-34</td>
<td>1</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>AV-MV-13</td>
<td>45-54</td>
<td>1</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>AV-NG-14</td>
<td>45-54</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>AV-NG-15</td>
<td>25-34</td>
<td>1</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>SV-S-1</td>
<td>25-34</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>SV-S-2</td>
<td>25-34</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>SV-PH-3</td>
<td>25-34</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>SV-PH-4</td>
<td>45-54</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SV-PH-5</td>
<td>25-34</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>SV-MV-6</td>
<td>25-34</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>91</td>
<td>23</td>
<td>14</td>
<td>13</td>
</tr>
</tbody>
</table>

Appendix C
Survey charts

Demographics and background

Chart 18 - Bar chart showing age percentages.

Chart 19 - Bar chart showing current home of people answered the survey.
Chart 20 - Bar chart showing people’s current home type.

Chart 21 - Bar chart showing people’s reasons for choosing their home unit type.

Chart 22 - Bar chart showing people’s reasons for choosing their home unit type in relation to the unit type.
Chart 23 - Bar chart showing other reasons mentioned by people in the “other” comment box

Bar chart 24 and 25 below shows if privacy was one of the reasons they moved to a gated community, 72.41% said yes and 27.59% said no, and gender was not a factor affecting the answers. Both males and females had remarkably close answers. Since the literature review has showed how men designed private homes to protect their women from the outsiders, the researcher analyzes the results according to gender results. This shows women’s real perception regarding the privacy issue and if it is their own will to have this visual privacy and not because of the cultural norm in which Egyptians had in the past. Also, it is interesting to get the real perception of men towards privacy.

The following bar chart 26, shows people’s definition of home privacy according to privacy types. Gender is not really an indicator for home privacy definition as shown in bar chart 27. However, people’s definition of home privacy, is shown below in chart 26, where 73.08% of people’s definition of home privacy is to have visual privacy, 53.85% is to have acoustic privacy, 34.62% is to have social privacy and 48.08% is to have security privacy.
Chart 26 - Bar chart showing percentage of people's definition of home privacy

Chart 27 - Showing percentage of people's definition of home privacy according to gender.
Chart 32 - Privacy importance weighted average

Visual Privacy (being overlooked)

Acoustic Privacy (sound transfer)

Social Privacy (restriction of interaction, encroachment by others)

Security Privacy (not feeling safe)

How important are these types of privacy to you?

Chart 30 - Acoustic privacy importance in relation to gender

Chart 31 - Visual privacy importance in relation to gender

Chart 28 - Social privacy importance in relation to gender

Chart 29 - Security privacy importance in relation to gender

Chart 32 - Privacy importance weighted average
The following bar chart 34, show how females feel if passersby or neighbors look into their homes, for passersby 66.66% would feel uncomfortable, 27.27% would neither feel comfortable or uncomfortable and 6.06% would feel comfortable. For neighbors, 84% of females would feel uncomfortable, 12.12% neither and 3.03% would feel comfortable. Regarding males, as shown in bar chart 33, for passersby, 73% would feel uncomfortable, 21.05% neither and 5.26% would feel comfortable. For neighbors, 68% would feel uncomfortable, 26.32% would feel neither and 5.26% would feel comfortable. Thus, most females feel uncomfortable with a percentage of 68% while the majority of 74% of male feel uncomfortable, which is a remarkably close percentage. As a result, gender here is also not a factor. However, for females the percentage that is uncomfortable with neighbors is higher than that of the passersby and for males the percentage of being uncomfortable with passersby is higher than that of the neighbors. This shows that females are more concerned with people they may know more than passersby while male’s perceptions show they are more uncomfortable with the unknown, but at the end it is not something that someone wouldn’t mind whether neighbors or passersby although there is like 3-5% of people who feel comfortable in general and 20-30% of people who neither feel comfortable or uncomfortable.

Regarding the following bar chart 35 and 36, it shows that religion is not the main reason for the desire for privacy and the majority considers themselves somewhat religious with a 63.46%, which is unlike what the literature review has showed in section 2.2.5.

As shown in the below bar charts 36 and 37, that the main motive behind the desire of privacy is mainly personal with a percentage between 70-80% between different genders. As for bar chart 38, it shows that age may affect the desire for privacy nonetheless personal is still the first reason in all ages.
What do you think is the main motive behind your desire for privacy? (choose as many)

- Cultural
- Religious
- Psychological
- Personal

Chart 36 - Motive behind the desire for privacy

You consider yourself:

- Extremely religious
- Very religious
- Somewhat religious
- Not so religious
- Not at all religious

Chart 35 - Bar chart showing people's percentage of being religious
People’s home privacy satisfaction

Then comes the second part of the survey, to investigate how satisfied people felt about their privacy level in their previous home vs. current home, and if they customized their homes or adapted their behaviors to achieve privacy, this answers the first research question: “How people are feeling about their previous home vs. current home privacy?” In bar chart 23, the weighted average shows that satisfaction with all privacy types was higher in the current home than in the previous home. However, 62.37% felt privacy in their previous home and 37.63% did not, while 86.21% said they felt privacy in their current home while 19.54% said they did not, and you can find the reasons why for each unit type.

On a scale from 1 to 5 the average rating for social privacy for people in their previous home was 3.2, 3.23% rated 1, 18.28% rated 2, 46.24% rated 3, 17.20% rated 4 and 15.05% rated five. As shown in chart 39, the weighted average for visual privacy was 3.4, 2.7 for acoustical privacy and 3 for security privacy. So, we can see that although the weighted
average for the rating of three privacy types are between 3 and 2 but 63% of the people said they felt privacy in their previous home. So, privacy can also be defined as a psychological state as people seem to contradict themselves.

On a scale from 1 to 5 the average rating for social privacy for people in their current home was 4.2, 1.15% rated 1, 1.15% rated 2, 14.94% rated 3, 42.53% rated 4 and 40.23% rated 5. The weighted average for visual privacy was 3.8 and 3.9 for acoustical privacy. Overall, 86.21% said they felt privacy in their current home while 19.54% said they did not.

Bar chart 40 shows the weighted average of people not fully acting at ease and adjusting their behaviors in their homes due to privacy concerns. The bar chart shows that they were more concerned in the previous home than the current home with a rate of 3.79 for the previous home and 3.06 for the current home. Gender as a factor shows that females are more concerned in both homes as shown in bar chart 41 and table 11.
Table 11 - Showing behavior affected due to privacy concerns percentage for both homes.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Weighted Average</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Previous home</td>
</tr>
<tr>
<td>Female</td>
<td>3.94</td>
</tr>
<tr>
<td>Male</td>
<td>3.5</td>
</tr>
</tbody>
</table>

Bar chart 41 shows that behavior affected due to privacy concerns percentage for both homes in relation to gender.

Bar chart 42 shows if people experienced any violations in both homes and the percentage of people who said yes in both homes is lower than people who said no in both homes, however the experiences of violations in the previous home is higher than that of the current home. Table 12 shows the exact percentages of home violations in both homes and 2 people explained their experiences in their previous homes.

Table 12 - Violations experiences percentages in both homes

<table>
<thead>
<tr>
<th>Did you have experiences with someone violating your privacy in your home?</th>
<th>current home</th>
<th>previous home</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>17.31%</td>
<td>41.00%</td>
</tr>
<tr>
<td>No</td>
<td>82.69%</td>
<td>59.62%</td>
</tr>
</tbody>
</table>

Other (please specify) in previous home

- Israeli embassy was putting cameras, refused a porter, took full access of the roof & part of the ground floor, and had two soldiers and few security men in the entrance of the building
- Eye contact from neighbors through the window
Comparison of privacy in areas of both homes

The upcoming questions tackle the comparison of areas that may or may not add to the feeling of privacy according to people’s perception in the previous vs. the current home. It measures the level of privacy satisfaction for areas in the house that are considered semi-public as shown in chart 43. This answers the question: "How did people’s perception of privacy change in relation to moving to another home in regard to semipublic areas?"

The first semipublic area is the entrance/front door area. The below bar chart 43 shows people’s satisfaction level with the privacy types in the front door area compared in both previous and current homes. The percentage of people satisfied with the front door area in the current home is higher in all privacy types. However, visual privacy satisfaction with a weighted average of 3.45 is the least and security privacy with 4.37 is the most in the current home, while acoustic privacy of 2.69 is the least and visual privacy satisfaction of 3.16 is the most in the previous home. This shows that people are neither satisfied nor dissatisfied with the visual privacy in the current home regarding the entrance area, this is due to the lower density of people per area as expressed by people in the interviews. For the security privacy they are very satisfied as gated communities ensure security and safety inside their gates with the extensive security guards in all the compound spaces.

For the previous home, it shows that people are dissatisfied with the acoustic privacy due to the loud noises, and neither satisfied nor dissatisfied with visual privacy, this could be due to several factors that are discussed intensively in interviews.

The second area to compare is privacy on their balcony. The percentage of people satisfied with the current home’s balcony privacy is higher in all privacy types. However, in the current home, visual privacy satisfaction is the least with a weighted average of 3.42 and security privacy is the most with a 4.11. In the previous home, acoustic privacy is the least with a weighted average of 2.37 and security privacy is the most with a 3.11 weighted average. For the current home it shows that people are satisfied with the security privacy and neither satisfied nor dissatisfied with the visual privacy.
<table>
<thead>
<tr>
<th>Area</th>
<th>Privacy types</th>
<th>Current home</th>
<th>Previous home</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entrance area</td>
<td>Visual Privacy</td>
<td>3.45</td>
<td>3.16</td>
</tr>
<tr>
<td></td>
<td>Acoustic Privacy</td>
<td>3.65</td>
<td>2.69</td>
</tr>
<tr>
<td></td>
<td>Social Privacy</td>
<td>3.94</td>
<td>2.76</td>
</tr>
<tr>
<td></td>
<td>Security Privacy</td>
<td>4.37</td>
<td>2.88</td>
</tr>
<tr>
<td>Balcony</td>
<td>Visual Privacy</td>
<td>3.42</td>
<td>2.54</td>
</tr>
<tr>
<td></td>
<td>Acoustic Privacy</td>
<td>3.59</td>
<td>2.37</td>
</tr>
<tr>
<td></td>
<td>Social Privacy</td>
<td>3.91</td>
<td>2.73</td>
</tr>
<tr>
<td></td>
<td>Security Privacy</td>
<td>4.11</td>
<td>3.11</td>
</tr>
<tr>
<td>Garden/Terrace</td>
<td>Visual Privacy</td>
<td>3.8</td>
<td>2.85</td>
</tr>
<tr>
<td></td>
<td>Acoustic Privacy</td>
<td>3.41</td>
<td>2.69</td>
</tr>
<tr>
<td></td>
<td>Social Privacy</td>
<td>4.04</td>
<td>3.04</td>
</tr>
<tr>
<td></td>
<td>Security Privacy</td>
<td>4.3</td>
<td>2.88</td>
</tr>
</tbody>
</table>

The third area is the garden/terrace/roof. The percentage of people satisfied with the garden/terrace in the current home is higher in all privacy types. However, in the current home, acoustic privacy satisfaction is the least with a weighted average of 3.41 and security is the most with a 4.3 weighted average. In the previous home, acoustic is also the least with a 2.69 weighted average however social privacy is the most with a weighted average of 3.04. In conclusion, for the current home, security privacy has the most satisfaction in all semipublic areas, while visual privacy has the least satisfaction in both entrance area and the balcony, but acoustic is the least for only the garden. For the previous home, all areas have acoustic privacy as the least satisfaction while each of the three spaces has a different type of privacy as the most satisfied with. For the entrance, it is the visual, for the balcony, it is the security and for the terrace/garden it is the social privacy as shown in table 13.
In this section, I want to explore which of the different areas of the homes had more privacy for each of the privacy types. This answers the third research question: “Is people’s desired privacy, achieved in their current homes?” and this is analyzed through people rating how much privacy they had in different areas in their current home vs their previous home. The data based on their unit type does not affect the answers remarkably, it is same perception in all unit types. The below table 14 shows how people rate privacy in different areas in their current home vs. the previous home. It shows the weighted average of all privacy types in different areas. We can see that for visual privacy, only the reception was between no difference in privacy and more privacy in the current home, the weighted average of the rest areas was no difference in privacy. For acoustic privacy, all areas weighted average was more privacy in current home, except for the main balcony and kitchen, the weighted average was no difference in privacy. For social privacy, the weighted average for the entrance door area is more privacy in current home while main balcony no difference in privacy. For security privacy, entrance door has much more privacy in current home while main balcony no difference in privacy. So, in conclusion the main balcony weighed average for all privacy types is no difference in privacy.so the design here may have slightly improved in some aspects but still there are a lot aspects that still have no difference in privacy.

Desired privacy Vs Achieved privacy.
Table 14 - Comparing privacy in different areas between both homes

<table>
<thead>
<tr>
<th>Area</th>
<th>Visual privacy</th>
<th>Acoustic privacy</th>
<th>Social privacy</th>
<th>Security privacy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entrance door area</td>
<td>3.43</td>
<td>3.71</td>
<td>3.65</td>
<td>4.22</td>
</tr>
<tr>
<td>Main Balcony</td>
<td>3.1</td>
<td>3.1</td>
<td>3.28</td>
<td>3.2</td>
</tr>
<tr>
<td>Reception</td>
<td>3.51</td>
<td>3.76</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Living room</td>
<td>3.41</td>
<td>3.73</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bedroom</td>
<td>3.42</td>
<td>3.73</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kitchen</td>
<td>3.2</td>
<td>3.36</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Q26 Compared to your previous home, identify how much Visual Privacy (being overlooked) you have in your current home for each of the following areas:

Chart 44 – Showing visual privacy in different areas in both homes’ comparison
Q27 Compared to your previous home, identify how much Acoustic Privacy (no sound transfer) you have in your current home for each of the following areas:

Chart 45 - Showing acoustic privacy in different areas in both homes’ comparison.
Q28 Compared to your previous home, identify how much Social Privacy (restricted interactions) you have in your current home for each of the following areas:

Q29 Compared to your previous home, identify how much Security Privacy (not feeling safe) you have in your current home for each of the following areas:

Chart 47 - Showing social privacy in different areas in both homes’ comparison

Chart 46 - Showing security privacy in different areas in both homes’ comparison
Behavior in relation to privacy levels

In this section, it explores privacy concerns regarding the use of the balcony and the garden spaces in the previous home and current home. This answers the fourth research question: “Are the residents behaving in a certain way to have more privacy in their homes?” In bar chart 48 below it shows that in the previous home, all types of privacy concerned people more than in the current home, however in both current and previous homes, visual privacy has concerned people the most and security has concerned people the least in the use of the balcony. So, perception of people’s concerns regarding the use of the balcony decreased. Below in table 15 you can find the exact numbers of the weighted average of this bar chart 48.

![Bar chart 48: Privacy concerns affecting balcony usage frequency.](chart48.png)

**Table 15 - Weighted average of privacy concerns affecting balcony usage frequency in both homes.**

<table>
<thead>
<tr>
<th>Privacy types</th>
<th>Current home</th>
<th>Previous home</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visual Privacy</td>
<td>3.09</td>
<td>3.53</td>
</tr>
<tr>
<td>Acoustic Privacy</td>
<td>2.87</td>
<td>3.53</td>
</tr>
<tr>
<td>Social Privacy</td>
<td>2.56</td>
<td>3.16</td>
</tr>
<tr>
<td>Security Privacy</td>
<td>2.44</td>
<td>2.64</td>
</tr>
</tbody>
</table>

In the below bar chart 49, it shows that people would be less bothered if their neighbors used a balcony that overlooked their current home, but in both cases, they would be bothered. Thus, this shows that a good design including privacy in a balcony can be considered as a need for residents. Moreover, when asked if they prefer a home with balconies or not, 88% said they want balconies and only 12% said no (bar chart 50). This shows that although people might be annoyed by the lack of privacy on their balconies, which proves the point of a private balcony design is a need and want.
In the below chart 51 and table 16, it shows how important privacy types are in the garden. For security privacy the highest percentage is extremely important of 51%, for visual and social privacy the highest percentage is for very important of 31.25% and 35.42% respectively, somehow important for 27.08% and 29.17% respectively, and 22.92% and 10.42% respectively for extremely important. While for acoustic privacy, the highest percentage is for somehow important of 37.5%, very important for 25%, extremely important for 16.67%, so the majority of people lie in the important rating of all privacy types.
Table 16 – Privacy importance in the balcony/garden percentages

<table>
<thead>
<tr>
<th>Privacy types</th>
<th>extremely important</th>
<th>very important</th>
<th>somehow important</th>
<th>not so important</th>
<th>not at all important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visual privacy</td>
<td>22.92%</td>
<td>31.25%</td>
<td>27.08%</td>
<td>0.00%</td>
<td>4.17%</td>
</tr>
<tr>
<td>Acoustic privacy</td>
<td>16.67%</td>
<td>25.00%</td>
<td>37.50%</td>
<td>4.17%</td>
<td>2.08%</td>
</tr>
<tr>
<td>Social privacy</td>
<td>10.42%</td>
<td>35.42%</td>
<td>29.17%</td>
<td>6.25%</td>
<td>2.08%</td>
</tr>
<tr>
<td>Security privacy</td>
<td>51.06%</td>
<td>10.64%</td>
<td>21.28%</td>
<td>2.13%</td>
<td>0.00%</td>
</tr>
</tbody>
</table>

Chart 51 - Privacy importance in the garden percentages

To elaborate on the importance of visual privacy in the garden, bar chart 52, shows how people reacted to using their garden if their neighbours might observe them. People were divided almost equally upon agree, disagree, and neither. However, when using age as a factor, people who agreed that they would feel reluctant if they felt observed are from ages 18-34, while older ages either disagreed, strongly disagreed or neither agree or disagree. This is because the older you become the less you care about being observed and the level of caring about visual privacy decreases as mentioned in the interviews by ladies between age 35-54 (bar chart 54). When using gender as a factor (bar chart 55), the highest percentage of male disagreed and the highest percentage of female agreed, which shows that being a female affects how you perceive being observed. When using unit type (bar chart 53) as an analysis factor, 34% strongly disagreed and 34% disagreed for people in stand alone villas, which is the highest percentage and it makes sense as a stand alone villa has the least possibility of neighbours looking over them. While the percentage of people who strongly agreed was only in apartments which also has a relation to visual privacy of an apartment. And also there aren’t any disagreement with people living in apartments, only an 8% of a strongly agree in relation to the 25% of an agree and 17% of the strongly agree. So as a result a unit type affects the usage of a balcony or a garden.
Chart 52 – Showing how people feel about using their garden if being observed.

Chart 53 - Showing how people feel about using their garden if being observed in relation to unit type as a factor.
Privacy strategies usage

In this section, people are asked if they have applied any privacy strategies in their previous home vs. their current home. This answers the fifth research question: “What are people’s material privacy needs in their home design?”

In table 17 below, it shows the percentage of elements used in previous and current homes to enhance privacy. Elements used with the higher percentage in both homes are the curtains. The least element used in the current home is the reflective glass window with a percentage of 19.05% while comes fourth in previous homes with a percentage of 29.27%. The fence is the least used in the previous home, however 52% of the fence answers were N/A since 95% of the previous homes were apartments. So, the least used element in the previous home was the screens/partitions with a percentage of 26.83%, while screens were used more in current homes with 47.62%. due to the open design of entrance lobbies as
mentioned by an interlocuter (code: SC-D-2), she was annoyed from the entrance area design and wished to add a partition for more privacy at the dining area, especially this is where she works. Shutters were the second highest element used in the previous home with 68.18% while it comes fourth with 59.52% in the current homes. Wooden old shutters were from the unique elements that modern designs are missing as said by one of the interlocutors (code: PH-TH-2) in her interview, she wished to bring it back as it allowed air in without being visually exposed. As for the plants, it comes second highest in the current homes with 88.89% and comes third with 31.71% in previous homes. This shows that people value visual privacy inside their own gardens in their current homes.

Table 17 - Shows the percentage of elements used in previous and current homes to enhance privacy.

<table>
<thead>
<tr>
<th>Element used</th>
<th>Curtains</th>
<th>Plants/Trees</th>
<th>Fence</th>
<th>Shutters</th>
<th>Screens/partitions</th>
<th>Reflective glass windows</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current</td>
<td>93.02%</td>
<td>88.89%</td>
<td>71.43%</td>
<td>59.52%</td>
<td>47.62%</td>
<td>19.05%</td>
</tr>
<tr>
<td>Element used</td>
<td>Curtains</td>
<td>Shutters</td>
<td>Plants/Trees</td>
<td>Reflective glass windows</td>
<td>Screens/partitions</td>
<td>Fence</td>
</tr>
<tr>
<td>Previous</td>
<td>88.89%</td>
<td>68.18%</td>
<td>31.71%</td>
<td>29.27%</td>
<td>26.83%</td>
<td>23.81%</td>
</tr>
</tbody>
</table>
Chart 56 - Illustration of table 17 graphically
In charts 57 and 58 below, it shows the percentage of why people use shutters and curtains. The reasons are 1) ensure visual privacy in green, 2) control natural light in blue, 3) decorative purposes in yellow, 4) safety reasons in turquoise, 5) cleanliness and dust in orange and there was a N/A option in purple. For the previous home, in chart 57 it shows that shutters was used for ensuring visual privacy and controlling natural light as the main reasons with the highest percentages, while decorative purposes had the lowest percentage. For the curtains, ensuring visual privacy and decorative purposes where the highest percentages and controlling natural light comes in third. For the current home, chart 58 shows that shutters are mainly used for controlling natural light and then for safety reasons and to ensure visual privacy comes in third. The curtains are used mostly for ensuring visual privacy and controlling natural light and decorative purposes comes in third. The only thing that changed drastically between both homes is for the shutters as they are used with a percentage of 50% for safety reasons. In conclusion we can see that people need physical tools and strategies to adjust privacy levels in both homes.

Bar chart 59 shows that people would prefer a high fence with a percentage of 58%, over a low fence with a view of a 42%, however the difference is not that huge but again it shows their preference of visual privacy over enjoying a view with a risk of being seen from passersby or neighbours.
However in the below bar chart 60 people would prefer many windows with little privacy with a percentage of 74% over few windows with little privacy with a percentage of 26%. Here the difference is quite remarkable which shows how people prefer natural light in their home over having more visual privacy.
Chart 61 – Showing Modernity and privacy relationship.

Chart 62 – Showing if there was a change of privacy perception.

Chart 63 - Showing if people believe that modernization has caused privacy to be sacrificed in the process.
Would you be open to the idea of mashrabiya as it allows sunlight and air without being exposed? You can see outside without limiting natural light and without being exposed to outsiders.

Chart 64 - Mashrabiya preferences

If the mashrabiya was done in a way that is modernized would you like it?

Chart 65 - Mashrabiya in a modern way preference

If I had to choose between two houses that differ only in that one has a front yard/garden and the other has a courtyard, which would you prefer?

Chart 66 - Courtyard or garden preference
Survey individual responses analysis

This part shows sample replies for people who answered the survey to have a general view of one person’s ideas.

A female who’s age is between 25-34, who used to live in an apartment in Mohandessin and now lives in an apartment in New Giza with her husband and twin girls, said that she didn’t feel privacy in her previous home because “the Entrance was for the entire building so not private and other buildings are nearby one another that makes no privacy in the windows”, also she doesn’t feel privacy in her current home “Because same problem, buildings are built close so everyone can see inside my house even though it’s a gated compound”, she believes that privacy is the same in both houses, lacking. She chose to move to a gated community because it became crowded where she lived and for a better quality of life. Also, her idea of privacy did not change in relation to moving to another home because “Same concept of using every inch of land to build without respect to the privacy of each building for extra money.” And her concept of privacy did not change in the process of the aspiration to be modern. She said: “I still want an old apartment with a design as like a 100 years ago with a private window and balcony covered by lots of trees and greenery, being modern for me means the outer looks of the building only while the inside of it to be different in terms of design.”

A male whose age is between 25-34 years old, who lives in an apartment in New Giza now and used to live in an apartment in Zamalek, said “yes I felt privacy in my previous home, everyone is totally separated in his apartment and can’t see each other”. He also said that he does not feel privacy in his current home because it is on the ground floor, obvious to the upper floors and other buildings. He also said that modern designs do not take privacy into consideration anymore and that he will always try to find privacy the first thing. Also, his concept of privacy did not change in the process of the aspiration to be modern, he thinks we still need to have privacy in our homes, maybe with a shared roof or garden.

A female who’s age is between 25-34 years old, who used to live in an apartment in Mohandessin and now lives in an apartment in Beverly hills said that she felt privacy in her previous home because they were on the 9th floor which was so high however she doesn’t feel privacy in her current home because they are on the 1st floor so we are near the streets and also from the balcony, we are so clear, we can also hear the voices of our neighbors from the kitchen window. She also believes that her idea of privacy in relation to moving to another home did change because in Mohandessin they were so high therefore there was privacy. She believes privacy before was better because at Beverly hills the houses are next to each other.

A female whose age is between 25-34 years old, who used to live in an apartment in Mohandessin and now lives in a twin house in palm hills compound said that she didn’t feel privacy in her previous home because she was always watched by the security of the building and the parking man “sayes” knows her every move, however she feels privacy
in her current home as she feels freer. No one is watching her every move like she used to feel. She does not have people outside giving themselves rights to know where and what she is doing. She also believes that her idea of privacy in relation to moving to another home did change a lot because in the compound it is gated, so there’s privacy, however she is on the first floor, very easy access from the entrance and from the garden. However, in her Dokki apartment, she was on the 7th floor, so it was a different type of privacy.