

**Research Article**

## **ANALYSIS OF BEHAVIOR SETTING TYPES OF THIRD PLACES**

**\*Mahmood Ghalehnoee and Malihe Siyami**

*Department of Urban Design, Art University of Isfahan, Iran*

*. \*Author for Correspondence*

### **ABSTRACT**

Third places are places of usual, voluntary, informal and happy gatherings of people outside of home and work place. It is an informal social life space chosen by the individuals of a society. The concept of the third place as some Great Good Places encompasses coffee shops, book store, bars, beauty salons, and other hangouts of a locality. It includes a variety of public places with various features that alter relative to changing needs of contemporary society and different cultures. So, an exact description of the third place and finding its basic features are necessary for a better and deeper understanding of them, of the distinctive characteristics of their quality and of locations of each. The research method used here is a qualitative one that examines and analyses behavioral settings and physical environment of different types of third places via behavioral setting theory. The result of the research is a description of the third place as environment-behavior phenomena.

**Keywords:** *Third Place, Behavioral Setting, Behavioral Pattern, Physical Environment*

### **INTRODUCTION**

Ray Oldenburg, the sociologist, defines the concept of “the third place” as a “Great Good Place” in his book in 1989. He defines it as a Great Good Place apart from home (the first place) and workplace (the second place) where informal social gatherings happens and hosts people (Oldenburg, 1989). It consists of various public places where holds social groups apart from home and work and people gather for happiness and is for the most part informal and common (Carmona, 2007). “The third places” are juncture places between people and the surrounding society and create sort of balance between social and individual lives of people (Oldenburg, 1996).

Oldenburg and Brissett hold the view that the third places are out of home and near work places. They are places where people gather to enjoy themselves; places where provides people with a relationship out of workplace and homes (Oldenburg and Brissett, 1982). According to this theory, coffee shops and hair salons are some examples of third places, as it is a place for people when they are out of home or work (Oldenburg, 1989). Oldenburg states that post office, coffee shops, bars, main streets, beer gardens and other third places are the social hearts of a community, since they create public gatherings and forums because the third place is a leveler (Oldenburg, 1989).

Success and superiority of the third place varies relative to the cultural environment and historical era. Oldenburg compares three types of third places in different societies in terms of culture. This places include: German beer salon, main streets, english bars, french cafes, american pubs, and classic Cofee shops. He shows that the inherent similarities of third places for meeting common human needs covers their apparent diversity (Oldenburg, 1989).

These places have mostly a special historical and cultural features. Take for example the street coffees in Paris and places for coffee and other drinks in Vienna; such places raised and fell, stabilized or neglected or changes into another place (Carmona, 2003). For instance, the third place in the United States was long ago formed inguest houses and typical of colonial society and as they tended to west, public salons and stores were started to work. Subsequently, candy stores, drinks counters, coffee shops, small restaurants etc formed which were located in suitable places for local news to be spread (Oldenburg, 1996). Today, coffee shops, starboxes, border book stores, sanitary clinics, video stores in the American cities are types of third place (Banerjee, 2001).

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Social space is the heart of the third place theory, but the social space has changed and the work and life are being emerged. So, social interaction places are becoming very noticeable in for any society (William and Packok, 2009). Third places of the 1982, that Oldenburg in 1996, alleges as a phenomenon gradually becoming vanished, are not vanished for sure.

They are altering and developing (Hawkin and Ryan, 2013). The long term perspective of the third place in the study of artistic places a a potential third place show that there is a new version of third place which is based on public places' projects' criteria and a successful places' features and emphasises on convenience, availability, mental image and sociability (Slater and Koo, 2010). Studies implemented during last years regarding the third places' discovery is being emerged. This studies are done by qualitative methods of study and by means of one or more cases (Slater and Koo, 2010).

Thus, third places includes a large variety of activities, behaviours and places. Besides, this places are variable in different historical and cultural areas. The first inquiry which comes into mind while getting across to the variety and diversity of types is what type of activities, behaviors and locations can distinctively describe third places. Hence, the motive for the research is to search for the nature of it. It necessitates examination of different views in this field. The essay describes behaviour setting theory and then analyses different types of third place.

### **Behavioral Setting, the Basic Unit for Environmental Analysis**

To find third places in the society and distinguish where can be regarded as a third place, it is analysed by behavioral setting theory. The concept of behavioral setting is examining the behavior and experience of people in everyday life and in real circumstances. It defines a basic unit for environment that regards human behavior dependent upon the study of that behavior's environment. In other words, human behavior forms in interaction with others and with the environment where they live; it can focus on social life and interactions by maintaining the way social interactions take shape (Golrokh, 2010). Behavioral setting as a social system is defined as a small-scale social system which includes people and a space for doing Standing plans in special borders.

Considering the definitions of behavioral setting for third place behaviors analysis and description, we chose Barker's theory for a number of reasons:

- 1) This is the main formula,
- 2) It is more structured than abstract,
- 3) It is formed based on empirical experiences and mostly uses field studies.

Typically a behavioral setting contains two types of attributes: structural and dynamic. Barker's theory, after revision of the first formula, is explained as comes (Barker, 1968): A behavior-environment is comprised of one or more standing behavioral patterns and milieu, with the milieu circumjacent and synomorphicto the behavior. This environment includes (limits and surrounds) behavior and has sort of synomorphic (similar structure) to behavior. Behavior-environment sections are called Synomorph and contain a certain degree of interdependence in relation to themselves and other parts of the behavioral setting. Apart from structural and dynamic sides that are critical and unchangeable, behavioral settings have other important features.

The concept of behavioral setting which is defined as the study of behavior and experience of people in their everyday lives and in real circumstances determines a basic unit for the environment that has certain spatial and temporal limits; that is, some behavioral patterns that happen and are repeated in a specific time and place. The relationship between the theory of behavioral setting and the concept of ecologic psychology is based on the fact that this knowledge considers the study of people's behavior dependent on the study of that behavior's environment.

In other words, human behavior forms in relation to other individuals and the environment where they live. To examine the way of creating social interactions, it emphasises on social interactions and life to describe social areas. The result is, the behavioral setting theory can be helpful in analysis of third places including all activities and sites related and description of its behavior-environment elements.

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### **Research Question**

Third places include various public places for hanging out outside of home and workplace. So, it includes many different places and activities. The question that rises here is that what type of activities and places can distinctively and better describe third places? What are the basic and most important features that can enable us to distinguish this type of locations from other sites?

## **METHODS AND MATERIALS**

### **Research Method**

Structural details, alterable features, the location of physical environment, and the quality of behavioral patterns are regarded in analysing the third place as a behavioral setting. When analysing the third place as a behavioral setting, structural details, variable features of the third place, location of physical environment, and the quality of behavioral patterns are described.

The data are gathered by library surveys from examples and cases stated by Oldenburg and other related researcher's works regarding the third place.

### **Third Place Physical Environment**

A behavioral setting is comprised of Standing behavioral patterns and a physical environment. Behavioral patterns are connected with a complex of behavioral phenomena. Both human-made parts of a city (buildings, streets and baseball grounds) and natural elements (hills and lakes) form a physical environment. The physical environment sometimes is a complicated collection of time, place and objects. For instance, physical environment of setting of 4-H Club meeting is a system of a certain room in a specific residential area, in a specific time along with specific objects that are staying based on a specific pattern toward each other. The physical environment of a behavioral setting is located regardless of a specific pattern toward each other. A behavioral setting's physical environment exists independent of its Standing behavioral patterns and of people's perception of the setting (Barker, 1968).

In the 1970s, the economist Tibor Scitovsky states that the main function of recreational and informal locations- where there are all alien people gathered around forming conversations on sidewalks, park's benches, in cafés, sandwich shops, walkways, entrance halls and anywhere that enables people for gathering- is to socialize rather than to drink. In this matter he emphasises on bars and cafés (Oldenburg,1989).

Despite the common belief that people gather in places that are specifically built for social gatherings or places with specific environmental features in relation to the place and its usages, people prefer places that are not designed for such targets or is not common for social gatherings.

As a core characteristic and feature of them, these locations have social, spatial and empirical interconnections which are as follows: public places' entrance halls, places at the entrance doors special for sitting , and edges of crowded paths.

Christopher Alexander's book (1977) provides a useful list of social places which include: private stores, street café, corner grocery, beer salons, in travellers, bus stop, stand up and sitting dining ware, in public .

All these findings provide credible evidences showing that informal public communities of the third places today are not limited to and dependant on presentation of social places such as cafés, theatres or drinking places. Despite, these spaces are forming in locations and circumstances where physically there is less control and discipline, less public features and less familiarity in social conditions, and finally are derived from suspension of the rules of public order. Also, these conditions for the most part form in special situations of transition, negotiation, protest, congestion, and hanging out for congestion (Oldenburg,1989).

Table 1 is a list of social places and physical environments' third place reported by Oldenburg and others where behavioral patterns of the third place happens.

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**Table 1: Types of Physical Environment of Third Places According to Oldenburg and his Colleagues (Source: Author)**

Theorists	Physical Environments of Third Places
Oldenburg (1989)	German beer salon, Main streets, English bars, French Cafés, American pubs, Classic coffee-houses
Oldenburg (1991)	300 years old pub in Washington D.C, A shop in Amherst, Massachusetts, A coffee house in a rally in North Carolina, A crossroad shopping center in Seattle, bookstores in Traverse City, Michigan. Old George Street. One Square restaurant in San Francisco, Maxwell Street, El Taco Nazo, Tony Cliff pub, Miami passport photo shop, Good local coffee house, Beer and Glover friendly corner, Great good fitness club, Natural Ground coffee house, The Sharpest Irony, Blue Moon pub, Cafe Planck in Maxwell Street, Binary coffee.
Oldenburg (1996)	Colonial Taverns, grocery on the corner, River Park’s Main Street, talking while walking with a dog in A rare vacant lot attracts dog-owners, around visits to a laundromat area, a tree shade near the workplace
Carmona	Palace Square municipality of Salamanca (2003), the Arabian coffeehouse, the German bierstube, the Italian taberna, the old country store of the American frontier, and the ghetto bar(2007), Cafes, restaurants, libraries, entrances, religious buildings (2011)
KathyMadden cited by Oldebneg (1996)	Yale University in New Haven, Bocci playground areain Saint Rafael California, Establishment of a active central square and retail environment, farmers’ market in a a park at saint Bernardo, California, local shops in Katie Madden in the neighborhood of Brooklyn, New York
Alexander (1977) cited by Oldenburg (1996)	Store exclusively personal, street cafes, corner grocery, beer halls, travelers inn, bus station, cafe, standing, sitting, in public.
K. Le Guin (1988) cited by Oldenburg (1996)	Heyimas center of worship, teaching, learning and research, a community building, a place of political rallies, a workshop, a library, archive and museum, a nursery, a hotel, a haven of financial institution and center of economic control and managemet
Banerjee (1993).	Amusement parks, streets created by small commercial spaces, including pubs or bars, coffee shops of Astarbark, Barnes & Noble or Borders bookstores, health clubs, shops, video rental, and various combinations of them.
Others (Case studies)	<b>UK libraries, (Lawson, Braysn, Procter &amp; Ashrud), Daily agricultural markets, (Thomas Temin), festivals (Hawkins and Ryan), CRO and clubs Cancer Support (Glover and Perry), social-leisure buildings(William and Pockek), Music clubs and football stadiums (Jake, 2009), Caves of third place: cafes, bars, social services, local supermarket, ice cream shop, bookstore, shop cheap (Mhata and Boston, 2011).</b>

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### **Third Place Behavioral Patterns**

A behavioral setting is composed of one or more Standing behavioral pattern. Behavioral patterns unit as a whole has a physical boundary ( Example: a basketball match, a moral ceremony, and a piano class). We should notice that a Standing pattern of behavior is not a common behavioral characteristic among separate behavioral elements. A Standing behavioral pattern is not a feature of people encountered neither, but a behavioral pattern outside of the individual.

This pattern has exclusive characteristics which remains constant even if the participants replace. In fact, Barker tries to divide the environment on behavior-based units capable of being studied and analysed (Barker, 1968).

The main activity is conversation. The best feature of a third place is that it is favorable to talk in them; talking is vivid, exciting, clear and attractive. Smiles and winks, hand-shakings and a slap on each other's back are all signs of excitement as a result of being in a third place. Discussion, a vivid combination of questions, problems, news of the last events, anecdotes, the inexhaustible gaming of language and thought, and pleasurable curiosities change the spirits of thousands of souls. Everybody attend there to talk and listen (Oldenburg,1989).

Language intriguing and interactive games are sort of activities that assist conversation and fortifies it. These activities are commonly associated with third places; in other words, the third places form around such places. Card Games of cribbage (a type of card games like rummy), Domino, Darts board, and amateur swimming pools do not happen without conversation. These games intrigue talking and stimulate it successively. Exactly speaking, conversation is a game that well combines with individuals attending there.

The activity happening in the third place does not have any plan, scheduling, structure and organization. It is the very tendency to get ride of structure and plan that makes the third place attractive and give it such a character, while lets people be for a while away from tiresome issues at home and work (Oldenburg,1989).

Third places as social spaces are received and utilized by dwellers around and has an informal way of life formed beyond formal space and provides individuals with various options to choose. One important feature of it is the fact that there is no certain behavioral pattern there, but it is the outcome of individual's behavior and deeds that affect other's behavior and semantic system of language. At a third place, people behave despite what they have learned in formal areas which affects their behavior.

An activity that happens in a third place is beyond plan, scheduling, organization and structure. It is the very separation from tendency toward structure that gives the third place attraction and character and lets people relieve from tiresome issues at home and work (Oldenburg,1989).

In fact, it is a place to see and be seen. People attend there regularly. They attend there as they are accessible and there would most probably be some familiar colleagues among the crowd. It is the fixed behaviors and moods of the people that define the common and contagious style of mutual action. The significant fact is that whether they endorse new guys or not (Oldenburg,1989).

The third places meets people's need for recreation before, between, and after work and other family responsibilities. They are collective recreational activities done in a group of people and by choice. It is a neutral ground for people gatherings and forming informal and friendly social relationships among friends and strangers; a place for meeting neighbors to be able to come and go as they will while none is host (Oldenburg,1989).

### **Discussion and Conclusion**

To summarize definitions and different characteristics Oldenburg considered for the third place demonstrates that the main definition of the third place includes "different public places, volunteer and happy community welcome, away from home and work" where people gathered are usual and informal, and as Carmona believes are informal communities.

The behavioral setting theory as a method for analysing an environment is a useful method for observation of community related areas such as the third place where is regarded as a class of behavioral contexts.

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**Table 2: 7- Different Types of Behavioral Patterns of the Third Places According to Oldenburg and his Other Theorists (Source: Author)**

Different Types of Third Places	Behavioral Patterns
Beer salon, Main streets, English bars, French cafés, American pubs, classic coffee houses Oldenburg(1989)	Drinking, singing, chatting- strolling, pausing, chatting, playing in front of the store, drinking, playing games, chatting, drinking, eating, chatting, drinking, standing, walking, chat, drinking, business, political, cultural and social chatting
Colonial pubs Oldenburg(1996)	Group discussions, a traditional part of the activities of ordinary citizens, an opportunity to express the views of others people, news and rumors, where many people come together from different nationalities and religions and means to protect the public interest in food and drink
Corner grocery Oldenburg(1996)	Important destination for local walks, providing daily necessities to meet and greet neighbors
River Park's Main street Oldenburg (1989)	The main street to watch people talking, talking elderly people with experience with young people, walking along the street during the hours of the day, sit and perhaps for the elderly and retired all along the steps of furniture are provided.
Second house of Heymas K. Le Guin (1988) cited by Oldenburg (1996)	Worship, teaching, learning, research, political rallies, control and economic management for society
Some social spaces in localities Oldenburg(1996)	Talking and roaming of dog owners with dogs in the empty yard, meeting and greeting neighbors in the humble laundry of the neighborhood, gathering under the trees and resting and drinking between workhours.
Salamanca municipality palace Carmona(2003)	Volunteer gatherings, happily and usually and informally, talking and coffee drinking
New walkside of Yale university KathyMadden cited by Oldebnerg (1996)	Outside seating area near the coffee shop or viewing something friends, newsagents on the corner of the sidewalk work, discussion and study.
Bocci playground KathyMadden cited by Oldebnerg (1996)	Gathering place in Bocci Park for all ages, play every night, watching the game at least a hundred people, the food, picnic, socializing with friends
Active main square for retali shopping KathyMadden cited by Oldebnerg (1996)	Social space in the parking lot, waiting at bus stops around the field and increase conflict, shopping as a social activity in the retail environment
Brooklyn, Newyork KathyMadden cited by Oldebnerg (1996)	Gathering of people in a vibrant farmers market, a bookstore, sitting outside the store for ring breads, the old confidence and credit businesses butchers, fruit and vegetable stands, calling people by name, shopping as a social experience
British Libraries (Lawson,2002, Procter & Ashrud, 2007)	Interaction with other individuals, increase of intelligence aspect of people, browsing in shelves, attending of people in different sections of a library, whether users or non-users.

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**Table 3: Different Types of Physical Environment, Behavioral Patterns and Third Place Qualities According to Oldenburg and Others.**

	◉Different Types of Third Places	Behavioral Patterns	Stated Qualities and Characteristics
Oldenburg (1996)	Colonial houses	Group discussions, the traditional activities of ordinary citizens, an opportunity to express the views of others alongwith news and rumors, where many people come together from different nationalities and religions and means to protect , public interest in food and drink	Volunteer social groups welcome, happiness, out of home, ease of access, convenience, in everyday walkway,social conversation and interaction, permeability, inclusiveness, locality, simple look, neutral ground, leveler, to prosper, a home away from home, the speaker of the local news, the mood of play and recreation in space, the possibility of creating a specific political space
	Grocery	A main destination for local walks, gathering everyday needs, weeting and greeting with neighbours	
	Riyor park main street	people talking at the top of main street, talking elderly people with experience with young people, walking along the street during the hours of the day, elderly and retired people sitting on the stairs and and benches provided	
	The second home Heyimas	Worship, teaching, learning, research, political rallies, control and economic management for society	
Carmona (2003)	Salamanca municipality palace	Get together voluntarily, cheerfully and casually, sitting, talking and drinking coffee	The main qualities of open and public spaces, non-nuclear installations scattered with historical and cultural areas
KathyMadden (cited by Oldebnerg)	New sidewalk of Yale university	Outside seating area near the coffee shop or seeing friends accidentally, newsagents on the corner of the sidewalk, work, discussion and study.	Diversity, participation, social capital and trust, intimacy

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	Playground in Bocci park	Gathering place for all ages, playing bocci every night, watching the game at least a hundred people, the food, picnic, socializing with friends	
	Main square ; a place for active retail shopping	Social space in the parking lot, waiting at bus stops around the field and increase of conflicts, shopping as a social activity in the retail environment	
	Alocality in Brooklyn, NewYork	Gathering of people in a vibrant farmers market, a bookstore, sitting outside the store for ring breads, the old confidence and credit businesses butchers, fruit and vegetable stands, calling people by name, shopping as a social experience	
Banerjee (2001)	Public and private spaces wth public life	Memes related to the nature of informal and ordinary public life	Variability, flexibility, diversity of stories or changed for contemporary needs.
Mahta & Boston (2010)	Shops of third place: cafes, bars, social services, local supermarkets, ice cream shops, bookstores, cheap stores	To get together, meet friends and neighbors, sociability and see the people who were neighbors, musical performances, a place to sit outside, read books, drink coffee and other products.	A place for sitting, Awnings, permeability, personalization
Brison, Praktor and Ashrood (2007)	British Libraries	Interaction with other individuals, increase intelligence aspect of people, browsing in shelves, Presence of people either they are users or non-users in other parts,library area	Free or relatively inexpensive, very accessible, at least three well-announcement, to meet old friends and meet new people
Thomas Timon (2008)	Agricultural daily markets	Social experience of friendship to compete and meet new people, meet by chance, consultation, dialogue with clients about agriculture	A complex as a market in downtown for sale of agricultural products every Saturday and Wednesday morning
Howkins & Rayon (2013)	Ceremonies	Participants live in 3 days together, social gaming experiences, shopping, quiz, music together.	Full of conversation and socializing, friendly, excellent, exciting, random events and entertainment for being together, live music

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The analysis of the third place specifies different types of physical environment where behavioral patterns of it takes place. The results of the analysis show that the third place physical environment includes many different public spaces and may happen anywhere gathering is possible.

But what makes the third place different from other behavioral settings is its functional goal. Functional goal means main activities (conversation) and behavioral patterns (social interactions) happening there. A collection different types of physical environment, behavioral patterns of Oldenburg and others statements on the third place has been provided in table 3.

In fact, the functional goal and action Program (to achieve functional goal) of a setting is the purpose of its existence. Behavioral setting successively adapts itself with a specific goal and resolves problems. A behavioral setting has a specific “Program” for realization of the function and the goal and all its elements work according to this Program. Behavioral settings all of their Programs are all similar belong to one Genotype.

The third characteristic refers to conversation as the most important feature of the third place which is known as the main and essential activity of these locations and is the action Program of all third places. So, third place behavioral settings’ action Programs are similar and belong to one Genotype .

The goal of basic types is free and voluntary social interaction. Behavioral patterns and main activities that happen in a third place are similar, while there are differences between them. For example, behavioral patterns and main activities in coffee shops resemble each other; also there are differences between, they can be considered one basically.

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