

A STUDY OF TERRITORIAL BEHAVIOR AND ROLE COGNITIVE STRUCTURE AT INTERIOR DESIGN WORKSPACE

YI-CHING LIU

Tungnan University, New Taipei City, Taiwan

ABSTRACT

Different cultures cause different patterns and contexts of territorial behavior. This study intends to use role cognitive structure as background to deal with the territorial behavior at workspace. It hopes to find outrelation between different role cognitive structure and territorial behavior. This study tries to discuss the role cognitive structure mainly from two perspectives, "close/distant" and "class distinction". It uses structural questionnaire and purposive sampling to randomly select 140 office clerks of interior design companies to participate in this study. Not only using structural questionnaire via SPSS 17 to analyze variables from results and data, but also discussing the relation among role cognitive structure, territorial behavior at workspace, and substantial territories. The followings are the major findings and conclusions. (1) The territorial behavior at workspace varies obviously due to close/distant cognition of role cognitive structure and indicates a ranking phenomenon from close/distance relation. (2) The territorial behavior at workspace diverges noticeably regarding class distinction of position of interactive objects which implies context of job ranking of level and distinction.

KEYWORDS: Cognitive Structure, Workspace, Territorial Behavior