

THIRD PLACES AND USER PREFERENCES – AFFORDANCES IN THE CITIES

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Agenda

- Definitions
- Goal
- Method
- Results
- Conclusions



Third Place

- The first coffee houses in 16th century London were places where business people gathered to find information, make deals and build their networks.
- In 1688, **Edward Lloyd's coffee house** in London earned a reputation as the place to go for marine insurance. It later evolved into world-famous insurance market, Lloyd's of London.
- In 1698, the owner of **Jonathan's coffee house** began to issue a list of stock and commodity prices called "The Course of the Exchange and other things": so starting of the London Stock Exchange.
- **Auction houses Sotherby's and Christie's** have their origins in coffee houses. These vital social hubs offer a place where people can come alone or in groups to gather for conversation.

Third Place

- Oldenburg (1999) named these active social spaces “third places” (the “first place” being home, and the “second place” being work).
- Third places are a specific type of public space that is separate from home and office.
- They host the regular, voluntary and informal social gatherings of individuals and are easy to access in terms of location and time.
- Moreover, they do not set formal criteria of membership and exclusion.
- Hominess, playful mood and regular users characterize third places (Oldenburg, 1999).

Affordance

- Affordances are the functionally significant properties of the environment that are perceived through the active detection of information.
- Affordances include properties from both the environment and the acting individual.
- Affordances are always unique and different for each individual and each specific group of people (Greeno, 1994).
- The user experience of third places in the context of work needs to be understood as a part of affordance of workplaces.

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Goal

- This paper aims to identify the requirements for cafeterias as third places.
- What kind of affordance city can provide for mobile workers?



Mixed - Methods

- User data:

Data was gathered by survey (n=78) from the individuals who use cafeterias as places to work in capital area, Finland.

Internet survey

Randomly picked sample

The participants were invited to the survey by flyers in cafeterias and hubs

Background factors, the use of third places, work conducted in the third places and the open-ended questions.

- Service Provider data:

The thematic interviews were conducted with a sample of 8 interviewees for service providers

Semi-structured qualitative interviews using an interview guideline with about 25-30 questions divided into three themes:

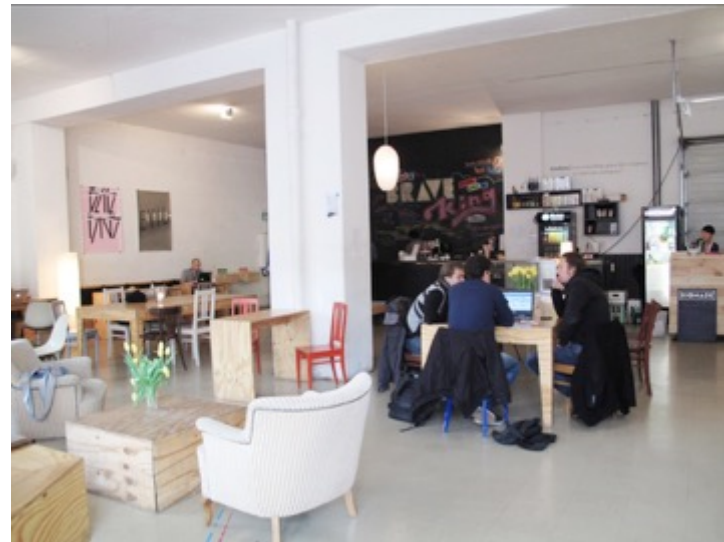
- (1) atmosphere of third places
- (2) people
- (3) services.

Data analysis

- The quantitative data was analyzed according to frequencies.
- The thematic analysis frame of Braun and Clark (2006) was used in data analysis of qualitative material.
 - Data reduction phase consisted of generating initial codes where the process of systematic coding was applied.
 - Searching for themes and all the codes were collated into potential themes.
 - Defining and naming themes and the drawing of conclusions.

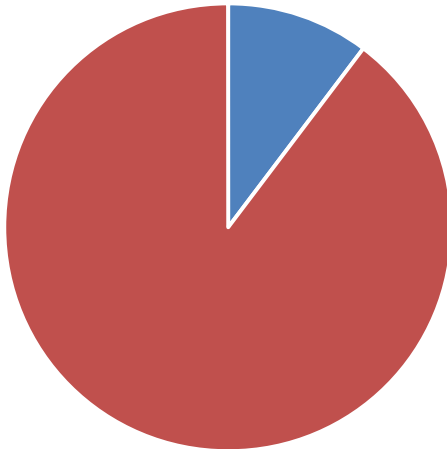
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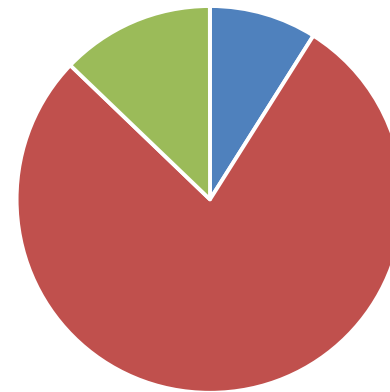
Background information

Gender



45 women and 33 men
N = 78

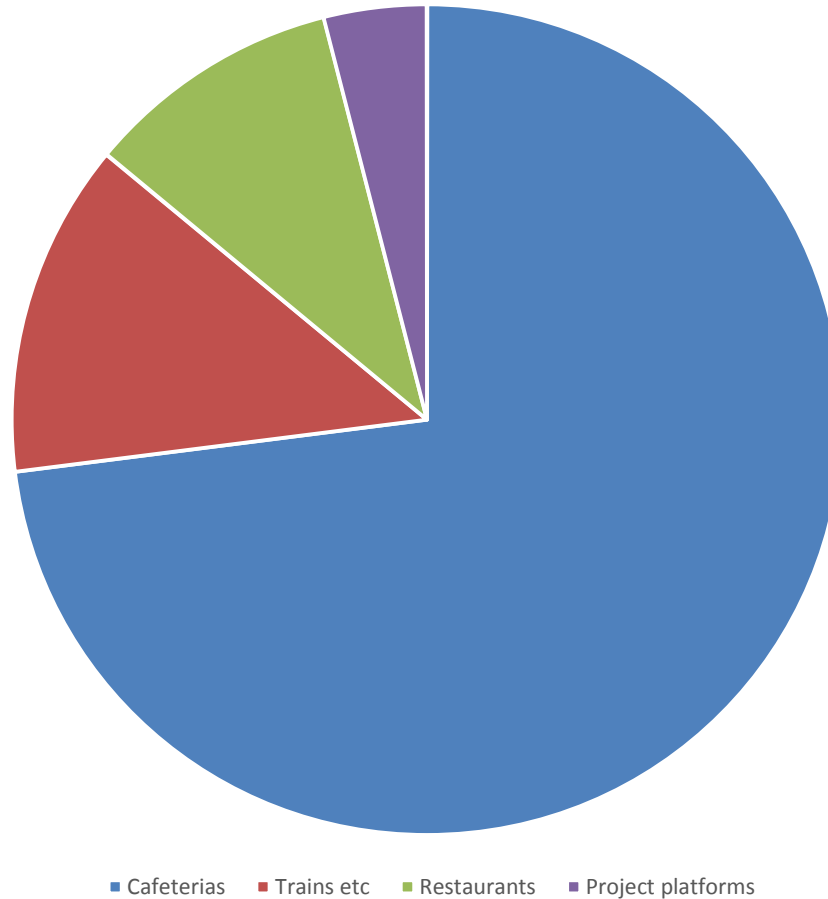
Age group



■ Y-generation ■ X-generation ■ Baby boomers

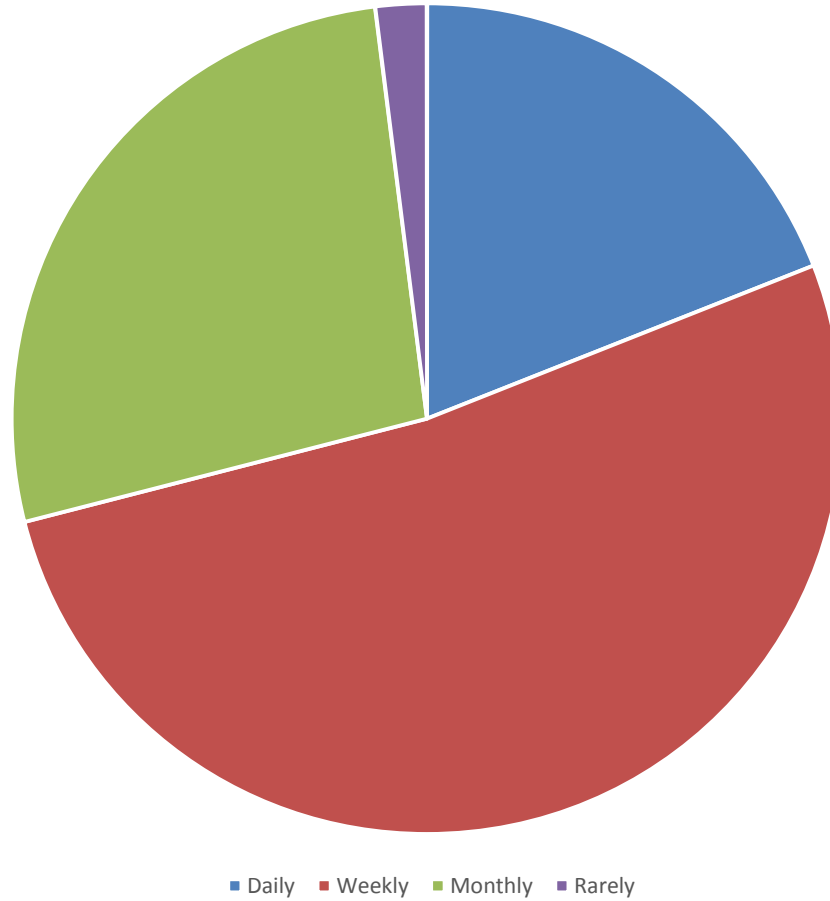
7 Y (born in 1977-1994)
61 X (born in 1966-1976)
10 Baby Boomers (born before 1966).

Third Places Used



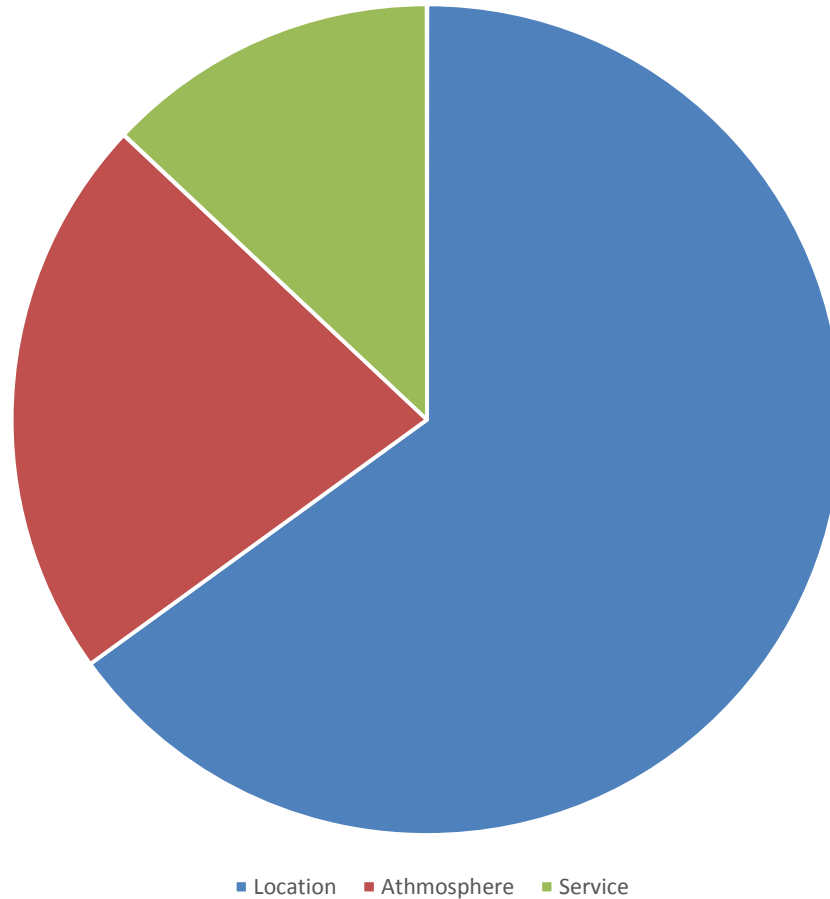
Cafeterias	73 %
Trains etc	13 %
Restaurants	10 %
Project platforms	4 %

Frequency of Use



Daily	19 %
Weekly	52 %
Monthly	27 %
Rarely	2 %

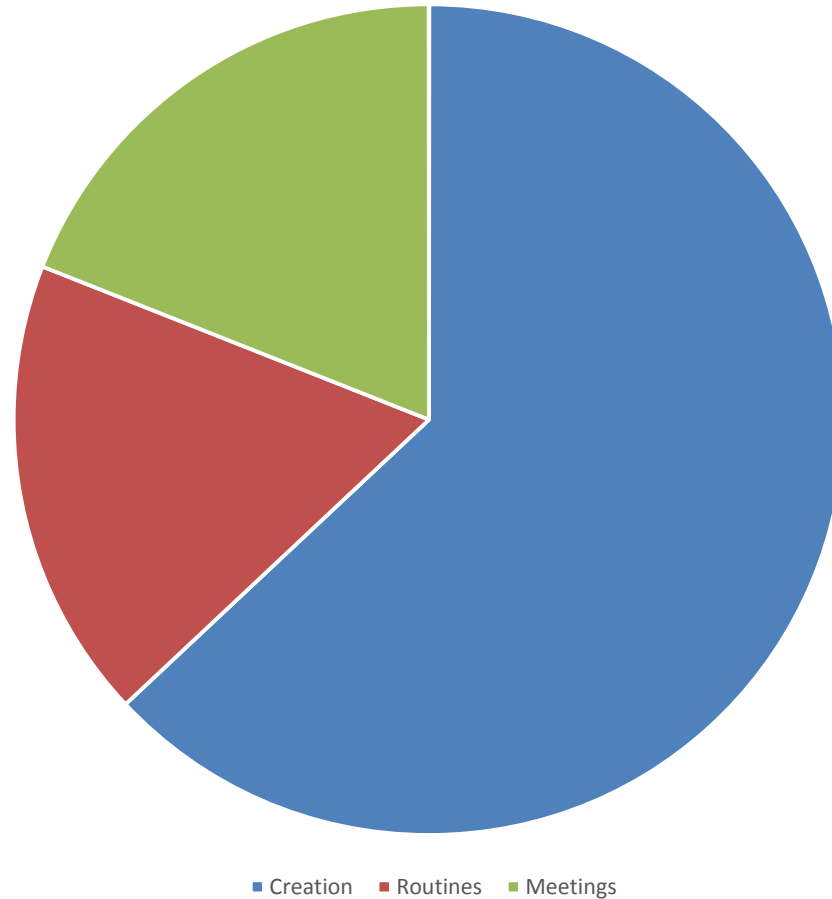
Reason to Use



Location
Atmosphere
Service

65 %
22 %
13 %

Work done in the Third Places



Creation
Routines
Meetings

63 %
18 %
19 %

The open-ended responses

- Atmosphere
- Place, interior design
- Usability
- People made the place and the atmosphere
- Services and service attitude

Interview results

- **The atmosphere** is the most important attractor factor in the third places: the half-social spirit; the feeling of working
- **Relaxed** place.
- **Diversity of places**: corners and “hiding places”, big enough
- **Support for the feeling of managing own time and place**
- The message by furniture should repeat the atmosphere: **now you are out of the office.**
- **The service attitude of staff**

Identified Themes



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An Integrative Model of the Requirements for the Third Places

Accessibility How easy it is to access the place?	Community What makes the place to be a community?
Openness Who can use the place? Opening hours When the place is used? Location Where is the place?	Social activities What kind of social activities takes place? Alone together What kind of privacy is possible within the community Interaction What kind of interaction takes place?
Maintenance Who is providing the place? Diversity of places How the places require diverse settings for diverse needs? Digital platforms What kind of digital services are provided?	Services What kind of different services are included to the place? Relaxation What makes users relaxed in the place? Experience What kind of user experiences is provided?
Facilities What kind of physical and digital platform is offered?	Well being How third place support work-life balance?

City as an Office

- The third places, hubs and collaboration arenas are part of the **city development and workplace development.**
- The affordance of third place in the city is based on **easy access and profit.**
- The **service incentives**
- The **network** structure



Thank You!
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