

篇名	五感自由連想法的都市環境意象解析：日本十四都市之比較考察個案
並列篇名	An Analysis on Environmental Images of the City through the Method of Five-Sense Free Association: A Case Study of Fourteen Cities in Japan
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摘要	<p>了解居民對於所居住環境的主觀認知（社會事實），再結合科學儀器所測量出來的客觀數據（環境事實），方能研擬及從事較佳及合乎實際的環境規劃及管理策略，也因此都市居民如何「感覺」其環境亦為一重要的環境品質指標。本文採用中日共同發展的「五感自由連想法」，以五官的各種知覺（視覺、聽覺、嗅覺、味覺及觸覺）來解析都市的環境意象。並於正式舉行中日跨國比較研究前，先在日本十四個都市就政府的環境管理人員舉行先驅調查及研究。本文除文獻探討外，並包括五感的表現方式（單詞、形容詞及文句）分析、各都市自由連想單詞分析、各五感項目的環境意象分析、研究發現討論及未來研究方向。</p> <p>It would be more appropriate to practicing whatever strategies in environmental management by integrating both environmental facts and social facts. By definition, environmental facts refer to an objective account, such as PPM, BOD and dB, measured by scientific instruments while social facts reflecting a subjective view on the environment perceived by the public. In particular, environmental problems, noise, traffic congestion and pollution, have long boon a way of life in the city. How urban residents "sense" their living field is, thus, one of the most important environmental indicators of the city. This article is an attempt to explore environmental images perceived and sensed by the residents of the city through the method of five-sense free association jointly developed by the authors. As a pilot study, this project took fourteen cities of Japan as a case to firstly investigating their environmental managers in terms of five-sense perception including seeing, smelling, hearing, tasting and touching aspects.</p>