

## **METHODS AND APPROACH FOR ASSESSING IDENTITY OF NEW TOWNS IN MALAYSIA**

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### **ABSTRACT**

Identity is one of the fundamental attributes of a city or town that is necessary for cultural sustainability. It usually develops with the growth of a city. However, in the context of a new town, this is not the case. A new town is planned, and so is its identity. Decision makers may create the ideal elements of identity but it is the inhabitants of the city who are able to identify the place. This led to a gap between the identity created by the designers and the public perception of the created identity. A research is therefore necessary to bridge this gap. The objective of this paper is to discuss various approaches and methods that can be used to assess the identity of a new town. This is done by analysing common methods used from literature review and determining the choice of research methodology to be adapted. Discussions include research techniques used and procedures for data collection. The paper concludes that there are various methods to choose from but only certain methods can cover the various aspects of the research problem. Implication is that a few methods have to be used to cross-analyse in order to strengthen the validation of the data.

### **KEYWORDS**

Identity, Perception, Image, New Towns.