

ASEAN Conference on Environment-Behavior Studies

(AcE-Bs 2010)

Procedia Social and Behavioral Sciences Volume 42

**Kuching, Sarawak, Malaysia
7-8 July 2010**

Editors:

**Mohamed Yusoff Abbas
Nik Farhanah Nik Azhari**

Anniz Fazli Ibrahim Bajunid

**ISBN: 978-1-62993-032-9
ISSN: 1877-0428**

Printed from e-media with permission by:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

Copyright© by Elsevier B.V.
All rights reserved.

Printed by Curran Associates, Inc. (2013)

For permission requests, please contact Elsevier B.V.
at the address below.

Elsevier B.V.
Radarweg 29
Amsterdam 1043 NX
The Netherlands

Phone: +31 20 485 3911
Fax: +31 20 485 2457

<http://www.elsevierpublishingsolutions.com/contact.asp>

Additional copies of this publication are available from:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571 USA
Phone: 845-758-0400
Fax: 845-758-2634
Email: curran@proceedings.com
Web: www.proceedings.com



Available online at www.sciencedirect.com

SciVerse ScienceDirect

Procedia Social and Behavioral Sciences 42 (2012) iii-v

Procedia
Social and Behavioral Sciences

Contents

Proceedings.....	1
Urban Environment and Human Behaviour: Learning from History and Local Wisdom	
J. Widodo	6
From 'Homeless' to 'Hopeless': Bangkok 'Sanam Luang' Urban Space Dilemma	
S. Piromruen	12
Social Construction View in Environment Behaviour Studies: The Potential for Asian Context in Environment Behaviour Knowledge in Architecture and Urban Design	
I.B. Syamwil	27
Shouting in Silence: Expression of Self in Private Homes	
M. Saruwono	34
Paediatric Community: Healing Environment Conducive Enough?	
R. Ghazali, M. Y. Abbas	42
Preschool Children Preferences on their School Environment	
N.N. Sahimi	55
Towards Healthcare Service Quality: An Understanding of the Usability Concept in Healthcare Design	
S.N. Haron, M.Y. Hamida, A. Talib.....	63
Adaptation of Environmental Anticipation in Educational Computer Game	
N.M. Diah, M. Ismail, S. Ahmad, M.I. Mahmud	74
Assessment of Preferred Learning Styles of Form Four Students from Various Schools in the State of Selangor and Federal Territory, Malaysia	
R. Tapsir, K.A. Rahman, A. Saat, K.A. Wahab, M.H.A. Boon, S. Ahmad, S.F. Mahmood	82
Environmental Attitude Profile among Muslim Students of Environmental Course in Malaysia	
M.N. Mamat, F. Mokhtar	92
How Do 13-year Olds in Malaysia Compare Fractions?	
F.A. Razak, N. Noordin, R. Alias, R. Dollah.....	100
Identifying Equivalent Pictorial Representation of a Fraction & a Whole: A Problem for 13-year Olds in Malaysia	
N. Noordin, F.A. Razak, R. Dollah, R. Alias.....	106
Parental Attitude and Involvement in Children's Education: A Study on the Parental Aspiration among Form Four Students in Selangor	
S.F. Mahamood, R. Tapsir, A. Saat, S. Ahmad, K.A. Wahab, M.H.A. Boon, K.A. Rahman	117
Towards a better Design: Physical Interior Environments of Public Libraries in Peninsular Malaysia	
S. Sufar, A. Talib, H. Hambali	131
An Approach for Environmental Education by Non-Governmental Organizations (NGOs) in Biodiversity Conservation	
H.R. Singh, S.A. Rahman	144
Cultural Landscape, Urban Settlement and Dweller's Perception: A Case Study of a Vernacular Village in Northern Thailand	
J. Nunta, N. Sahachaisaeree.....	153
Education for Wetlands: Public Perception in Malaysia	
I. Ibrahim, N. Aminudin, M.A.Y. @ S.A.I. Yahya	159
Green Environment: Assessment of Income and Water Pollution in Malaysia	
H. Borhan, E.M. Ahmed	166
Waste Management Issues in the Northern Region of Malaysia	
S.H. Hassan, N. Ahzahar, M.A. Fauzi, J. Eman	175
Landscape Design for Malay Contemporary House at Desa Wawasan	
N.H.M. Hussain, S. Ahmad	182
Lawad, Ye' Yo' and Tum Yap: The Manifestation of Forest in the Lives of the Bateks in Taman Negara National Park	
N.Z. Fatanah, M. Omar, S. Daim.....	190
Measuring Waste in Malaysia: A Neglected Approach	
M. Lim	198
Selangor Government's "No plastic Bag Day" Campaign: Motivation and Acceptance Level	
R. Kamaruddin, M.M. Yusuf	205
The Crime Ecology: Ambient Temperature vs. Spatial Setting of Crime (Burglary)	
S.A. Salleh, N.S. Mansor, Z. Yusoff, R.A. Nasir.....	212

The Relationship between People and Urban Screen in an Urban Space B.U. Lubis, L. Primasari	223
The Relationship between Plants and the Malay Culture N. Adnan, N. Othman	231
The Roles of International NGOs in the Conservation of Bio-Diversity of Wetlands I. Ibrahim, N.A. Aziz	242
Using Geographic Information System for Trees Assessment at Public Park M.M. Isa, N. Othman	248
Wastewater Management in Developing Countries: Nutrient Input Control in Coastal Cities N. Kathijotes	259
Graphical Design and Functional Perception on Technology-Driven Products: Case Study on Mobile Usage of the Elderly K. Pijukkana, N. Sahachaisaeree	264
A Study of Crime Potentials in Taman Melati Terrace Housing in Kuala Lumpur: Issues and Challenges M.A. Mohit, M.H.E. Hannan	271
Architectural Design towards Energy Optimization: A Case of Residential Buildings in Bangkok N. Keonil, N. Sahachaisaeree	284
Crime and Urbanization: Revisited Malaysian Case M.B.C. Soh	291
Environmental Prospective of Passive Architecture Design Strategies in Terrace Houses W.R.M. Zaki, A.H. Nawawi, S. Sh. Ahmad	300
Exploring Housing Attributes Selection based on Maslow's Hierarchy of Needs S.J.A.P. Zavei, M.M. Jusun	311
Housing Issues: A Study of Hulu Selangor District Council Z.M. Zain	320
Layout Design and Its Effects on Burglary S.A. Zaki, J. Abdullah	329
Measuring Crime Prevention through Environmental Design in a Gated Residential Area: A Pilot Survey S.R.M. Sakip, A. Abdullah	340
Not Your Perfect Home? How Malaysian Homeowners Make it Works E.O. Omar, E. Endut, M. Saruwono	350
The Effect of a Resettlement Scheme on the Social-Cultural Changes of the Temuan Community H.A. Karim, A.H. Hashim	362
Breaking through the Clutter in Media Environment: How Do Celebrities Help? M. Muda, R. Musa, L. Putit	374
Product Information and Purchasers' Cognitive Response: A Case of Thai Vernacular Artefacts Design S. Simsiri, N. Sahachaisaeree	383
Distinctive Design Perception: A Case of Toy Packaging Design Determining Children and Parents' Purchasing Decision W. Tiwasing, N. Sahachaisaeree	391
Cultural Uncertainty on Brand Trust of Fast Food Industry in Malaysia R.N. Mohamed, N.M. Daud	399
Customer Perception on Nutritional Information in Restaurant Menu N. Din, M.S.M. Zahari, S.M. Shariff	413
Strategic Merchandising and Effective Composition Design of Window Display: A Case of Large Scale Department Store in Bangkok T. Kernsom, N. Sahachaisaeree	422
The Behaviour of Consumer Society in Consuming Food at Restaurants and Cafes S. Astuti, H. Hanan	429
Purchasers' Perception on Packaging Formal Design: A Comparative Case Study on Luxury Goods Merchandizing K. Chind, N. Sahachaisaeree	436
Users and the Survival of the Shop Houses in the Historic City of Malacca W.H.W. Ismail	443
Community Based Homestay Programme: A Personal Experience M. Jamaludin, N. Othman, A.R. Awang	451
Spirit of Outdoor Spaces in between Urban Heritage Buildings Z. Samadi, A.F. Bakri, M.M. Dom, N.F.N. Azhari	460
Tailoring Map Design Based on Map-Reading and Way-Finding Behaviour in Subway Stations P.-Y. Li, H. Hibino, S. Koyama, M.C. Zheng	466
The Effectiveness of Safe City Programme as Safety Basic in Tourism Industry: Case Study in Putrajaya A.N.A. Anuar, S.N. Bookhari, N.A. Aziz	477
A Theoretical Framework and Analytical Discussion on Uncongenial Physical Workplace Environment and Job Performance among Workers in Industrial Sectors A.R.A. Badayai	486

Level of Knowledge among Malaysian Medical Staff on Ramadan Fasting and Medical Treatment - Case Study C.N. Othman, M. Shaary	496
The Influence Perception of Privacy on Ambient Light Condition: Stimuli - Affective Experiment P. Tamthinthai, N. Sahachaisaeree	503
Psychometric Properties of Occupational Self-Assessment for Injured Workers with Musculoskeletal Disorders M.S. Murad, L. Farnworth, L. O'Brien	507