

Thousand Oaks Mall Field Study

Field studies are an important element of developing, practicing and refining geography skills such as observation, description, analysis and critical thinking. During this field study students will make observations and draw conclusions about the structural content of space within the mall. You will be expected to take field notes on questions that I will provide in advance. Special focus will be placed on analyzing the *dispersion, density and patterns of stores, people and facilities within the mall*. The purpose of this type of spatial analysis is to develop a better understanding of the concepts of place, region and cultural landscape, which are critical concepts for geographers. Students will conduct a **three** location analysis of the Thousand Oaks Mall:

- Analysis #1 – The Nordstrom’s end of the mall – both the mall and the surrounding stores. (approx. 30 minutes)
- Analysis #2 – Starbucks (approx. 30minutes)
- Analysis #3 – The JC Penney’s entrances and surrounding stores. (approx. 30 minutes)

For this field study students may work in groups of 3-4 people but each group must turn in all parts of the assignment and be on task and engaged the entire time of the field study. *If it is the estimation of your group that you are not on task you will receive no credit for the assignment.*

Students will turn in ONE COPY PER GROUP: typed and completed Region Analysis #1, #2 and #3 (20 points each); typed and completed Gender-Age Observation Chart for each region (5 points each); a printed photograph showing your entire group (faces please!) at The Oaks Mall; read the following quote and then type your answer to the prompt below. For the Region Analyses, please follow the prompts on the paper. DO NOT submit one large paragraph for each analysis.

- ❑ According to H.J, de Blij “Structures create an assemblage of visible attributes, a composite of shapes that defines the regional culture. The landscape of culture, however, is in the mind as well as in the eye. Intangible qualities also contribute to its formation, qualities that would not appear on a photograph or an ordinary map. Enter an African or Arab town, and you may be greeted by sounds of music and smells of cooking, the shouts of traders and the bustle of people- all of which will remain essential elements of your perceptions of these cultures”. (de Blij is referring to the material and non-material elements of culture) ... Architecture is a reflection of a culture’s assertion of identity, values, priorities, aspirations, technology and economy.
- ❑ **Using the quote above, write a one paragraph response to the following question:** Explain how The Oaks Mall is a representative icon of our culture. Include in your analysis a discussion of how it contains and represents both material and non-material elements of our culture. This should be a well-developed paper with substantial analysis. Please type on a separate sheet of paper. Make it good. (25 points)