

Conversations on Conversion -

The

HATFIELD
SQUARE

Case
Study

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**CONVERSATIONS ON CONVERSION –
THE HATFIELD SQUARE CASE STUDY**

by

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**Dissertation submitted in fulfilment of the requirements for the degree Master of Town
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April 2018

Declaration of Originality

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Declaration

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Abstract

Following the redevelopment of one of Pretoria's most prominent social spaces, Hatfield Square, the character of the area surrounding the space is noticeably altered resulting in an apparent change in the perceptions of those who live in the area and who used the space. This study is aimed at understanding what these changes mean for the people (the former users and those familiar with the area) in terms of how they construct meanings around the conversion of Hatfield Square, particularly the impact on their social interactions and their use of the space. A qualitative study was undertaken within an interpretive-, social constructivist paradigm using a case study design combined with elements of phenomenology. Following Glaser's classic Grounded Theory approach, the case of Hatfield Square was studied by capturing the experiences, opinions and perceptions of former users and allowing a preliminary theory to emerge from the data, namely the loss of unseen social synergy created by this unique space and how the conversion of this space left a void which cannot be filled simply by other functionally similar spaces. Data were managed and analysed using Atlas.ti, a qualitative data analysis software, bringing another dimension to the methodology as the use of qualitative analysis software is still relatively limited in built environment research. During initial data gathering a vast array of potential categories emerged and after distilling these through analysis, further data gathering, refined analysis and directed memoing, a core category emerged. Loss was the central theme in the data, in terms of opportunities, social space and sentimental value. This core of loss led to a comparison to existing literature on the implications of urban spatial change, discourse on changing public spaces, critical social theory and elements of emotional geography. This study has specific focus on the case of Hatfield Square and concludes that despite previous work done on the implications of converting spaces, planners and developers still fail to take cognisance of the unquantifiable social dynamics and fabrics that are equally as part of these spaces as their physical structures. As urban planners our focus is too often fixed on the physical environments and how to understand them in order to improve planning practices and policy. The plans we make and the environments we affect are ultimately for people, and accordingly, their success should be measured by how they function for those people and how they are experienced by their users. By providing increased knowledge on a phenomenon related to development and the change of spatial elements within our city, this study provides the opportunity for decision makers (including those responsible for planning as well as those shaping and implementing policies) to make more informed decisions with holistic views of potential impacts.

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1 Introduction

1.1 Setting the Scene

Pretoria, South Africa: It's a Friday, in the middle of the second semester of 2013; the first year at the University of Pretoria. It's around 15:15 in the afternoon and the last class of the day is about to come to an end. The building excitement for the weekend is palpable and the eagerness to meet friends and blow off some steam is tantamount. Class ends and there is a rush for the door; outside, the quickest route back to the "Res" is cutting through a maze of various faculty buildings to the turnstile and a quick dash across the road; done. Showered and ready to go out in less than 30 minutes with friends already sending messages about where to meet. Even though it technically isn't allowed for first year students to go to Hatfield Square (there would be hell to pay if a Residence prefect was around and looking to make an example), the first year is nearly over and it is worth the risk; "Let's meet at Oxford's and then we can move around in the Square before the bands start playing". Hatfield Square is just a 5-minute walk; good thing, don't own a car yet. Coming from a small town where school consisted of the same group of 700 learners for all twelve years, then studying at a prestigious university with over 50 000 students is a big and exiting change. There is always something happening in Hatfield Square and the bands playing live music tonight are all favourites; the Square is going to be packed and that means tons of new people to meet. The night out is amazing with so many memories to take home. It's time to get something to eat across the street before heading back to Res, it is 3:00 in the morning after all; McDonalds or Uncle Faouzi's chicken burger special? Whichever queue is shorter; Get to bed by 4:00, sleep until 10:00 then start working on the assignments due for next week; what an amazing night...

Fast-forward to the latter stages of the second semester in third year: It's a Friday near the end of 2015, around 15:15 in the afternoon and there is still an hour left before the last class ends. There is a need to go out and reconnect with friends, but the struggle now is just to decide where to go. Walking back to Res, dawdling and letting thoughts wander; one friend sends a message asking to meet up for a drink; "Let's do it. Where though?"; the response suggests Arcade Empire, the first live music event in months is taking place tonight and there are actually a couple of good bands on the line-up. Still no car though so getting there means catching a lift with another friend. The drive is 25 minutes out to the far east of Pretoria and parking is a shamble, as usual. Pay the R100 entrance fee to get in and head to the bar to meet the others. It seems like a good turnout, there are about 200 people there, everyone with their group of friends and having a good time. Time to get going again; it's only 23:00 but dependence on a lift back to Hatfield means being at the behest of others' decisions. It's a quiet drive back along Lynnwood Road but there is a police road-block ahead; anxiously hoping

this car doesn't get selected for a random check, everyone has been drinking (and it shows); a sigh of relief as the road-block passes by. Driving into Hatfield there are many cars on the road but not a lot of people on the streets; the area is quiet. Having to drop another friend in Arcadia means a trip down Burnette Street past the old Square; what a sad sight, fenced off are the empty structures where Hatfield Square used to be; demolition activities stripping the buildings and ripping up the paving of the Square every day now, buildings set to be collapsed in the very near future. There is a wave of nostalgia, sadness and longing for the good old days washing over the car and everyone is quiet. Gone forever are the days of Hatfield Square. Finally, back at Res around 1:00 in the morning and it's time to go to bed, there's a long day waiting ahead...

From the data gathered in this research study as well as from lived experiences, the above scenario describes what could have been a typical experience for many a frequent former user of Hatfield Square. The study which follows below will unpack the elements which make up this story and how the conversion of a pivotal public place into an up-market residentially-dominated space has made an impact on the surrounding area and community. The study focusses on the experiences of former users of the space and the meaning they assign to the place; the impact the conversion has had; the role-players and their responsibilities; as well as, the perceptions that were ultimately created.

The dissertation consists of a brief introduction to the focal point of the case study, namely Hatfield Square (including the area surrounding it), the aim of the study and its relevance. The following chapter details the methods used in conducting the qualitative case study which include a classic Grounded Theory approach (through an inductive Social Constructionist paradigm) and the use of Computer Aided Qualitative Data Analysis Software (CAQDAS) to facilitate the analysis of collected data. The findings of the research are then discussed with the eventual emergence of theoretical constructs followed by a chapter discussing these findings and comparing them to existing literature and theory in the realm of public space leading to the development of an emergent indicative theory which can explain the events and experiences surrounding the specific case. The dissertation concludes with a chapter bringing together all these elements by making recommendations for future research and relating the study to the Planning profession, where after final concluding statements are made and a brief introspective reflection is given on the process of the study from the perspective of the researcher.

1.2 A Brief History and Description of Hatfield Square

As the administrative capital city of South Africa, Pretoria is located in the heart of the most populous and economically prosperous province in the country¹. Consisting of wide-spread and sprawling suburban elements, the city has grown and expanded tremendously since its inception in 1855, subsequently developing many prominent nodes of centralised activity and unique character which form a vital part of the modern-day City of Tshwane².

The suburb of Hatfield was established in 1905 and laid out as a residential suburb, forming the eastern boundary of Pretoria for a number of decades. The establishment of the University of Pretoria in 1908 (then the Transvaal University College) further contributed to the development of the area and by the 1980's-90's the booming retail sector spurred the area to become a prominent commercial centre outside the CBD (Tshwane Tourism Directory, n.d.; University of Pretoria, n.d.), the hub of which concentrating around what is now still the core of Hatfield, along a part of Burnett Street (shown in **Figure 1** below).

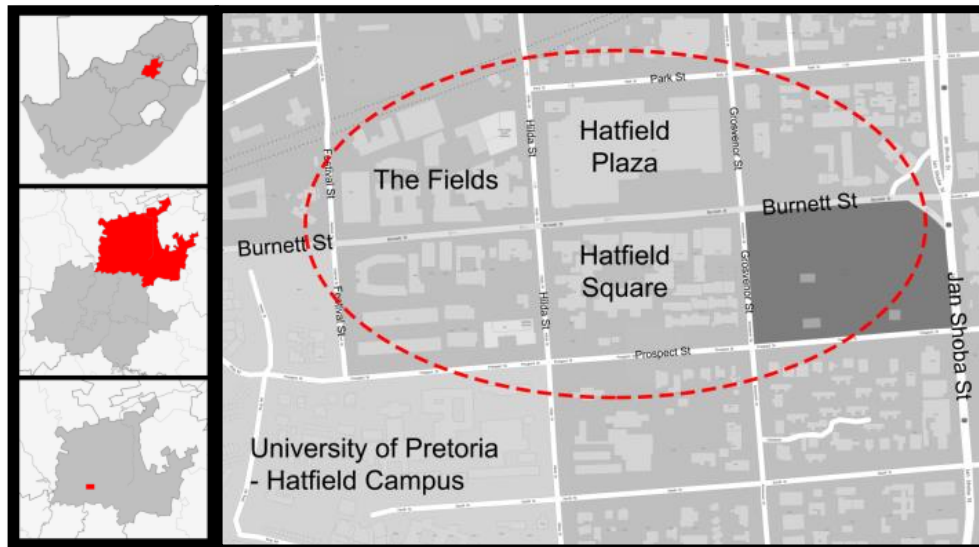
The structuring elements which formed the "square" evolved and grew during the early 1990's, officially developed as *Hatfield Square* in 1994³. The space soon became one of the most popular night-life attractions in the city and even attracting regional and national attention (especially among students). The property on which Hatfield Square was located was (and is) privately owned but it was operated as a public space. At its peak during the early 2000's it was host to a wide variety of musical performances from top local and some international acts, drawing crowds of thousands of people (Tshwane Tourism Directory, n.d.).

¹ Based on Statistics South Africa (StatsSA) Census 2011 data

² The City of Tshwane is the metropolitan municipal area of jurisdiction within which the city of Pretoria is located where "Pretoria" refers mainly to the core areas and CBD of the municipal region.

³ As South Africans, the year 1994 symbolises the opening up of society in the country and a transition to a free democracy; something which is also symbolic of Hatfield Square and the role it played.

Figure 1: Map of Hatfield Core



Source: Author

The configuration of the Square was such that there were approximately 10 bars/clubs (depending on the year, as some places came and went and changed over time) surrounding a central rectangular common courtyard with a stage and various access points to surrounding streets. A configuration map is shown below in **Figure 2**⁴. On any given night, and even most days, the space would be abuzz with activity and people. **Figure 3** shows some images giving an illustration of the space and its activities including live music and events such as the 2010 soccer world cup.

Figure 2: Hatfield Square Spatial Configuration



Source: Author

⁴ A larger version of the map is included as **Annexure 1** for ease of reference.

Figure 3: Events and Activities in Hatfield Square



Source: Henno Kruger Photography (Kruger, n.d.)

The associated external pressures on a space like Hatfield Square (from surrounding land owners, concerned parents and even law enforcement) would always be prominent due to the fact that alcohol was sold, and drunken behaviour was common, the crowds led to the attraction of some petty crime, the noise levels and proximity to other land uses, and the fighting which sometimes occurred there. These all contributed, along with the economic cost/benefit model of the owners of the property, to a decision to redevelop the Hatfield Square space. The plans to redevelop Hatfield Square were phased in systematically starting in earnest around 2011/2, as revealed by interview respondents and informal discussions with some business owners and management, with initial discussions and proposals made with regards to the planned redevelopment. As the leases stopped being renewed for clubs and bars in the Square and other places started to close down of their own accord, the character of the space started to change. According to an interview conducted for this study a respondent stated how the last two years of Hatfield Square were no longer the same and that everything was going further and further down-hill. By the middle of 2014 all the places in Hatfield Square had closed down and the demolition of the structures could begin. **Figure 4** below shows some images during the course of demolition.

Figure 4: The demolition of Hatfield Square



Source: Article in the Perdeby newspaper entitled "Hatfield Square rests in pieces" (Reinders, 2015)

(In)famous for being *the* night-life area in the capital city, the reputation of Hatfield as a whole has already been irrevocably impacted as the nightclubs, bars, pubs and music venues have all been closed down in the Square itself and have all but disappeared from the area in general. The few venues that remain in Hatfield are mostly scattered and seemingly in constant competition with other role players and high-demand land uses (like student accommodation) for space in the highly valued urban node.

The newly redeveloped Hatfield Square, consisting of mixed-use buildings, with residential functions as the primary purpose, house some commercial activity on the ground floor but remains limited to small scale retail developments, student services like printing shops and internet cafés and a couple of restaurants all sharing the communal courtyard which used to be the central gathering space in The Square. The images shown below in **Figure 5** show the new Hatfield Square shortly after opening, with some ground floor shops still vacant but the layout and configuration can be seen.

Figure 5: The new Hatfield Square



Source: Author (taken September 2017)

1.3 Aim of the Study

Recent developments in the Hatfield area have given rise to a whole new urban environment in this major node of the city. The new urban environment is structured much in the same way as before, by mostly upgrading and redeveloping existing spaces, but the functionality and perception of the area seems to have changed much more drastically. The development of evermore high-rise residential buildings aimed at addressing the demand for student (and other) accommodation around the University of Pretoria has meant that many of the existing structures of the neighbourhood have changed, both physically and functionally.

Following the redevelopment of one of the city's most prominent social spaces, Hatfield Square, the character of the area surrounding the space is noticeably different and the people living and using the area seem to have a different perception of the area as a result. This study is aimed at understanding what these changes mean for the people; the former users and those familiar with the area.

By following a Grounded Theory approach (as posited by Glaser and Strauss (1967) and later further by Glaser (1978, 1992)) a specific set of procedures was followed in conducting this research and using Hatfield Square as the case. This meant that prior to the data gathering and analysis as little information as possible was obtained on the phenomenon in order to avoid any unnecessary preconceptions or possible theorisation. The study conducted is inductive (as opposed to deductive) in nature and thus the research starts with observations/data gathering before progressing to the theory development phase when some abstract generalisations can be made (Goddard & Melville, 2004; Neuman, 2013). "When following an inductive approach, beginning with a topic, a researcher tends to develop empirical generalisations and identify preliminary relationships as he progresses through his research" (Dudovskiy, n.d.). This means then that the structure of this dissertation varies slightly from the typical structure of a dissertation by postponing the initial literature review and incorporating it in the discussion of findings in order to develop a preliminary theory from the data.

1.3.1 Phenomenon of Interest

Growing up in Pretoria and spending the vast majority of time in and around the city (and suburbs) means that there is an enshrined knowledge, familiarity and curiosity about what happens in- and with the city. The study of town and regional planning, at the University of Pretoria, further compounded this interest and allowed for a view of the city with renewed vision. This degree path also led to interaction with much more of the city than ever before, which further instilled a sense of ownership and responsibility for the city. A prominent social space which was inevitably experienced as a student at the university at the time (as well as to a minor extent prior) was Hatfield Square. "The Square" was renowned and a major attraction for student culture and community and played an important social role in the lives of a plethora of young people over the course of its existence.

The news of the closure of Hatfield Square was impactful. Nostalgia and memories ran rife as this era of social life came to an end and evolved into a new function for the space. As planners there is an inherent awareness of the change cycles which take place in developed environments, most of which are inevitable, and there is importance in understanding these changes and how they affect our environments. Some changes lead to improvement and positive growth for the city by renewing areas and bringing investment but, depending on the perspective, could also adversely affect parts of the urban system. From interactions with peers and personal perceptions there is a clear lack of knowledge and a shared sentiment among users of the space and those who never experienced it, and this has been a guiding force into conducting this study. There is a personal and communal interest in developing a more empathic understanding of the impact of this urban change.

Due to the personal interest and investment in Hatfield Square and the area around Hatfield as a whole, there was a need to better understand the social implications of this urban change. To understand how the change/conversion affected the (former) users of the space and the implications it held for them. The aim and objectives of the study were established as follows⁵:

⁵ The aim and objectives will be discussed in more detail in the Methodology chapter (cf. Section 2.2)

Research Aim:

The aim of this study is to tell the story of the closure/conversion of Hatfield Square from the perspective of the past users⁶ of the space and the subsequent implications of the closure/conversion for these users.

Research Objectives:

- Engage with active users of Hatfield Square to gain insight into their behaviour in- and interaction with the space;
- Explore their experiences of Hatfield Square in order to understand the intrinsic meaning the space held for them;
- Explore their knowledge about the conversion of Hatfield Square (prior to and since the closure of the space);
- Describe their opinions and feelings regarding the conversion of Hatfield Square and what the subsequent implications are for them with regards to their use of similar public spaces; and
- Develop a preliminary/indicative theory on the overall impact and implications for the Hatfield area as a whole and evaluate the preliminary theory at the hand of existing literature and expertise on public space.

1.3.2 Background and Rationale

Hatfield Square is a space which has become renowned in the capital city of South Africa, most particularly amongst the student population at the University of Pretoria (UP) and even across the country, with even acclaimed South African musicians pouring out tributes for the place in the form of songs and social media posts. Artists such as Jack Parow share lamenting posts⁷ about the closure

⁶ Former frequent users of Hatfield Square (recreationally and professionally) on a regular basis (i.e. more than once a week at least – Discussed below in Section 2.4)

⁷ <https://www.facebook.com/jack.parow/photos/a.103786544124.92863.64726534124/10153225640544125/?type=3>

of Hatfield Square followed by a plethora of comments from former users reminiscing on their own memories and experiences from the place. The recent changes brought about by the redevelopment and conversion of the space has led to a change in the functionality, identity of the neighbourhood and node as a whole as well as having a diverse influence the perceptions of stakeholders in the area. These changes in perception affect how the space is used and the character it gives to the area and is therefore of great importance when planning urban environments and understanding how they evolve.

Hatfield has become one of the major urban nodes within the City of Tshwane, classified as a first order node in Region 3 of the city (City of Tshwane, 2013, p. 33), and enjoys a lot of focussed spatial- and strategic planning effort from the municipality, as can be seen from the various plans and strategies developed for the area. These plans and policies include the Regional Spatial Development Framework (RSDF – Region 3), Hatfield Metropolitan Core Urban Development Frameworks and the Compaction and Densification Strategy for the city, among others. For this reason, the Hatfield area has high development potential and demand for land remains high. As the growth and development of this node is taking place there is a need for the (neighbourhood) environment to evolve and keep pace with the demands from both public and private interests.

The University of Pretoria is one of the largest institutions in the City of Tshwane, with its main foothold located in Hatfield. This is clear from the vast amounts of land owned by the university in the Hatfield area, making it highly influential in the character and identity of the area as a whole. The university will thus inevitably be a driver for changes that take place in the area, both directly and indirectly. This is clearly noticed as Hatfield is (or rather was) known primarily for two things; Hatfield Square and the University of Pretoria, only one of which now remains.

The point of departure when deciding on the research topic for this study was influenced mainly by an interest in the behaviour and perceptions of peers in this social setting. The Hatfield Square space was an ever-present and major influence on the lives of most students who attended the University of Pretoria as well as some people that didn't. The closure of Hatfield Square (or rather the redevelopment and change – since the name has remained the same but the nature and use are completely reinvented) has been a constant talking point among former users of the space and from

basic social encounters prior to this study, it emerged that a vast majority of peers in this setting had the same question: What are people doing now that Hatfield Square is no longer there?

1.3.3 Dissertation Audience

This dissertation is cast across a variety of fields of interest/study, including urban planning, sociology, urban geography, architecture, and various other fields related to changes in socio-physical environments. The fields ultimately responsible for dealing with the socio-spatial implications of changes to Public Space could all benefit from gaining a greater understanding of what the changes in Hatfield Square meant for its users. For this reason, the study is useful for anyone interested in these fields as well as being of general interest to anyone who was familiar with the Hatfield Square space.

The effects of this study are focussed mainly at the planning fraternity as understanding the implications of changes in the environments that are planned for allows for future plans to be compiled with greater consideration, not only for the physical environments but also for their sociological impacts. The benefits derived from this dissertation are meant to offer an inside perspective on perceptions from users in order to better understand the effects such changes may have. The study is not meant to generalise on changes in other urban environments; this was a particular case study in a unique setting aimed at providing insight specific only to this phenomenon. Planning may take away a broadened perspective and additional insight and allow for other considerations when developing plans in future. Planning should be focussed on the people; after all, the physical environments planned are for them, and for us.

1.4 Key concept of the Study

In conducting this study, a specific key concept emerged that is a pivotal contributor to the validity and reliability of the study as it was conducted. This section clarifies this key concept and also provides basic definitions for terms used in the dissertation.

Classic Grounded Theory/Glaserian Grounded Theory

The study adopted a classic Grounded Theory approach based on the Glaser school of thought. The steps and procedures followed are discussed thoroughly in the methodology chapter that follows but it is thought pertinent to note here a clear distinction between forms of Grounded Theory research in order to be clear on the method used for this study.

The development of the Grounded Theory approach is based on the work of Glaser and Strauss initially published in **DISCOVERY OF GROUNDED THEORY** in 1967. Since then there have been variations to the approach and a diversion between the two scholars' approaches leading to two main schools of thought. From the methodology discussion below the intricacies of each are unpacked and the reasoning for adopting the Glaser approach discussed. Although there are minor deviations in their processes, Glaser proposes that these lead to fundamental differences in the outcome. The differences basically come down to, in Glaser's approach, starting with a completely blank slate with no preconceptions or knowledge (or as little as possible) of the topic being researched, gathering data by applicable means, using a repetitive and non-linear process of open-coding, analysing, memo writing, sorting and selectively coding data until a clear core category is extracted from the data and a theory can be developed from that category and its properties (Glaser, 1978, 1992; Glaser & Strauss, 1967). The Strauss approach, as developed by Corbin and Strauss (Corbin & Strauss, 1990, 2008; Strauss & Corbin, 1998), proposes a preconceived preliminary theory, collection of appropriate data, then using a repetitive process of open-, axial- and selective coding to test/evaluate the preconceived theory by determining the core category and associated properties, thereby effectively introducing bias and preconception and defeating the purpose of Grounded Theory according to Glaser (1992).

A more modern deviation on the classic Grounded Theory approach was used by also including the use of Computer-Aided Qualitative Data Analysis Software (CAQDAS), namely the Atlas.ti 7 software. It was however very useful in the completion of this study and the details of how it was used are more fully discussed in Section 2.7.3 below. This key distinction between the two approaches, as well as the use of CAQDAS, is important in understanding and motivating the choice of methods used when conducting this study and the deviation from the classic dissertation structure, as mentioned above. Furthermore, this serves as an explanation for the introduction of literature in a primarily *theoretical* sense, as can be seen in the later chapters of the study.

1.5 Relevance of the study

The purpose of this study is to gain a better understanding of the impact the closure/conversion of Hatfield Square has had relating specifically to the former users of the space, the geographic area surrounding the space and some key role-players associated with the space. Something many people⁸ seem to be curious about is what people (those familiar with the Hatfield area and students at the University of Pretoria) do now to meet their social interaction needs. Hatfield Square was such a pronounced part of so many lives and the impact of the loss of the space must be immeasurable to those who knew it. There is a spatial void where an entire subculture used to be and the question everyone seems to be asking about it is: What do people do now?; Where do they go?; and, What impact has this change had on them?

This is a very topical issue among University students and other young people in Pretoria, the University of Pretoria (as an institution), property/business owners in and around Hatfield as well as the City of Tshwane Metropolitan Municipal (CTMM). Seemingly no research has yet been done into the implications of the changes taking place in Hatfield Square with most information being confined to journalistic reports detailing in short the events as they occurred and are occurring. An in-depth case study was therefore chosen to give valuable insight and understanding of the implications and the subsequent perceptions held by former users of the space. As mentioned above, this study is thus relevant and of interest to a variety of people and provides a previously unknown perspective on the implications for this change in the urban environment.

⁸ Informal discussions the researcher had with colleagues and friends relating to the Hatfield Square space which led to an interest in the case study as a research topic.

2 Methodology

2.1 Introduction

The methodology chosen and discerned by the researcher in conducting a study is a key component that structures the rest of the research process to follow. Even before the research begins, a basic concept is imagined and then a methodology needs to be decided on in order to align the research process. The methods and the data gathered need to be configured in such a way as to address the aims and objectives (or answer the research questions) most effectively and efficiently (Du Toit & Mouton, 2013; Van Wyk, 2012). It can also be stated that all research operates from a basic assumption of its own “validity” and that the associated methodology chosen would be appropriate to follow in order to ensure that validity. The unpacking of these methodological elements helps to ensure the assumptions behind a chosen research paradigm, approach, and design are explicated to adhere as much as possible to principles of reliability and validity. It is further also important to understand what these assumptions actually are and discuss them so that the reader is informed of the logic and process followed, thus ensuring that the research can be judged in terms of achieving the original research aims and objectives.

This chapter will focus on the specific methods followed in conducting the research and will include the following subsections: research aim and objectives, the chosen research paradigm, approach and design, a discussion on data collection (including the sampling of participants/respondents, focus group and interviews, data analysis (in particular the use of specialised qualitative data analysis software, namely Atlas.ti, and the coding procedures used), ethical considerations, validity and reliability and finally, methodological limitations of the study which also include a discussion of research bias.

2.2 Research Aim and Objectives

In order to structure the research, it is vital to set out a clear aim and objectives for the research to achieve. This aim guided the process of conducting the research while also ensuring that the interviews, discussions and desktop analysis that took place was relevant and conducive to addressing the topic. This framing device has been deemed more appropriate by the researcher above the use of a central research question and sub-questions as it frames the topic specifically without having the need to “answer” a particular question, which in using a Grounded Theory approach may or may not come up. According to Glaser (1992, p. 24), when conducting a Grounded Theory study (without preconceptions) it is necessary for the research problem to identify itself rather than determining it

at the outset of the study with no data yet to inform it. This means that the use of a research aim, based solely in the interests of the researcher and that only guides the scope and field of focus, seems more fitting by allowing the research itself to determine the problem. This methodology of conducting Grounded Theory analysis is supported by Charmaz and Belgrave:

"Grounded theorists cannot identify the most significant processes beforehand, so we start with an area of interest and form preliminary interviewing questions to explore it. We learn about research participants' concerns and experiences and then successively develop our interview guides from the data and our emerging analysis of these data"

(Charmaz & Belgrave, 2012, p. 348)

Given the above, the following research aim and objectives guided the research into the change in the nature and function of Hatfield Square:

Research Aim:

The aim of this study is to tell the story of the closure/conversion of Hatfield Square from the perspective of the former users of the space and the subsequent implications of the closure/conversion for these users.

Research Objectives:

- Engage with former active users of Hatfield Square to gain insight into their behaviour in- and interaction with the space;
- Explore their experiences of Hatfield Square in order to understand the intrinsic meaning the space held for them;
- Explore their knowledge about the conversion of Hatfield Square (prior to and since the closure of the space);
- Describe their opinions and feelings regarding the conversion of Hatfield Square and what the subsequent implications are for them with regards to their use of similar public spaces; and
- Develop a preliminary/indicative theory on the overall impact and implications for the Hatfield area as a whole and evaluate the preliminary theory at the hand of existing literature and expertise on public space.

2.3 Study Methodology

The very nature of qualitative research is to try and understand things within their natural environments and trying to make sense of them by the meaning that people give them (Denzin & Lincoln, 1994). The fact that the aim of the research is focussed on experiences and opinions of users of a particular space at a certain point in time meant that the logical choice was a qualitative strategy/approach with a particular paradigm directing the interpretation and analysis of the gathered data.

2.3.1 Research Paradigm

According to Thomas Kuhn (1962, cited in Ahmed, Opoku, & Aziz, 2016, p. 23) a research paradigm is an “integrated cluster of substantive concepts, variables and problems attached with corresponding methodological approaches and tools”. This could be interpreted as a specific/focussed set of ideas that should be interpreted through a specific methodology in order to distil the essence of the phenomenon being investigated; a particular lens through which information is filtered and interpreted in order to highlight certain outcomes.

Social Constructionism deals with the idea that knowledge is constructed rather than being a given (Andrews, 2012, p. 39). Constructionists regard the knowledge that they possess as constructed from the socially shared experiences/interactions of a phenomenon/event/place, accepted as fact from a common, agreed interpretation. As discussed in **Discussion Box 1**, the distinction between social constructionism and constructivism is important when identifying the paradigm through which this research should take place. Thus, the social constructionist paradigm is ideally suited to the phenomenon and place that was Hatfield Square.

By using an interpretive and social constructionist paradigm to approach the research it is possible to develop preliminary theories based on the experiences of the users of Hatfield Square (interviewees and secondary sources) and how they have gained the knowledge they possess about the space by interacting with, and in turn, shaping the space.

2.3.2 The Qualitative Research Strategy/ Approach

A qualitative research strategy is used when studying a phenomenon which occurs in a natural setting or “the real world” (Leedy & Ormrod, 2010, p. 135). This means that the phenomenon has a multitude of layers and perspectives to consider which require a deeper understanding of the subject matter than is often allowed by a fundamental quantitative research strategy (with the associated statistical processes). The qualitative researcher is required to engage with the topic in an in-depth manner and explore all the various facets that make up the phenomenon without trying to simplify it into numeric values. This then leads to an immersion of the researcher and a portrayal in the findings of that research that shows this complexity (Leedy & Ormrod, 2010).

Discussion Box 1: Social Constructionism versus Constructivism:

During the course of researching and deciding on an appropriate paradigm for this specific case study, the literature sometimes left clarity to be desired when considering the distinction between social constructionism and constructivism. The concepts were thus further researched in order to ensure the correct paradigm was applied to the research at hand.

In an article posted on his blog entitled “Constructivism vs. Social Constructionism: What’s the Difference?”, Professor John Sommers-Flanagan simplifies the difference between the two terms, based on the work of Jeffery T. Guterman, by stating: “Although both constructivism and social constructionism endorse a subjectivist view of knowledge, the former emphasizes individuals’ biological and cognitive processes, whereas the latter places knowledge in the domain of social interchange” (2015)

At its core, the difference comes to *how* knowledge is constructed; the social constructionist believes that the knowledge they possess is constructed by the social interactions and the social context is where meaning is created; the constructivist however holds the belief that the individual is responsible for the meaning and knowledge gained, filtered against all prior knowledge that individual themselves possesses (Kim, 2001; Raskin, 2002)

“By the term ‘qualitative research’, we mean any type of research that produces findings not arrived at by statistical procedures or other means of quantification. It can refer to research about persons’ lives, lived experiences, behaviours, emotions, and feelings as well as about organizational functioning, social movements, cultural phenomena, and interactions between nations. Some of the data may be quantified as with census or background information about the persons or objects studied, but the bulk of the analysis is interpretative.”

(Strauss & Corbin, 1998, pp. 10–11)

Peshkin (1993, cited in (Leedy & Ormrod, 2010, pp. 136–137) further also describes different purposes behind qualitative methodologies as follows:

- *Description* – They can reveal the nature of certain situations, settings, processes, relationships, systems, or people.
- *Interpretation* – They enable a researcher to (a) gain new insight about a particular phenomenon, (b) develop new concepts of theoretical perspectives about the phenomenon, and/or (c) discover problems that exist within the phenomenon.
- *Verification* – They allow a researcher to test the validity of certain assumptions, claims, theories, or generalisations within real-world contexts.
- *Evaluation* – They provide a means through which a researcher can judge the effectiveness of particular policies, practices, or innovations.

The list above does seem to have one obvious omission as other scholars also include the purpose of “Exploration” under the list of purposes for qualitative studies. The purpose of “exploration” through qualitative research is to discover and describe a new topic (Du Toit & Mouton, 2013; Neuman, 2007). From this expanded list it is clear that the *interpretation* approach predominantly addresses the aims and objectives of this study with contributing elements of the descriptive and exploratory purposes.

By using a narrative style to discuss the experiences, perceptions and findings of the research it lends a certain quality to the preliminary grounded theories developed from the data. According to Richardson (2000, p. 8), qualitative writers do not need to be bound by a god-like omnipresent voice, telling all of the story, claiming universal knowledge. Qualitative researchers are free to be “situated speakers” by narrating the phenomenon as they perceive it. By making use of this narrative style to describe the events of this study in detail, it is possible to define the series of events and experiences as a whole, which individually might not amount to much, but when discussed together give a good representation of the perceptions shared by these users, thus illustrating the full picture and giving validity to the perceptions of the individuals

2.3.2.1 Intended Outcome of the Strategy

Due to the nature of qualitative research allowing the researcher to engage more specifically and in-depth with a research subject, the subject can be analysed and researched with all the complexities and nuances involved. By not reducing data into a base form such as the numbers used in quantitative methodologies, the research is able to take on a more free-form structure allowing the data to guide the path and end result of the research process.

The research is envisaged to show how the multi-faceted phenomenon of Hatfield Square and how its impact, in terms of experiences of the users of the space (research participants), has affected the lives and behaviour of these participants. By using a qualitative strategy to engage with the subject/phenomenon it is possible to clearly depict all the various elements that emerge during the course of the study.

2.3.2.2 Appropriateness of the Strategy

As discussed above, the use of a qualitative approach is most apt in the case of Hatfield Square. In order to fully understand and engage with the experiences of the individual users as well as the experiences in groups, the qualitative case study will allow for an in-depth investigation.

Atieno (2009, p. 14) lists some of the basic assumptions in conducting qualitative research as follows:

1. Qualitative researchers are concerned primarily with process, rather than outcomes or products.
2. Qualitative researchers are interested in meaning; how people make sense of their lives, experiences, and their structures of the world.
3. The qualitative researcher is the primary instrument for data collection and analysis. Data are mediated through this human instrument, rather than through inventories, questionnaires, or machines.
4. Qualitative research involves fieldwork. The researcher physically goes to the people, setting, site, or institution to observe or record behaviour in its natural setting.
5. Qualitative research is descriptive in that the researcher is interested in process, meaning, and understanding gained through words or pictures.
6. The process of qualitative research is inductive in that the researcher builds abstractions, concepts, hypotheses, and theories from details.

When considering the above assumptions of qualitative research, it is evident that the methodology chosen for this study is appropriate in that it adheres to most of these assumptions listed. Particular attention can be drawn to Assumption 2, which supposes that the experiences of participants are of vital importance and thus also how these participants view and make sense of the world. Assumption 3 classifies the researcher as the primary instrument for data collection and analysis, and although Computer-Aided Qualitative Data Analysis Software (CAQDAS)⁹ is used in this study, the researcher still plays a pivotal role in coding and interpreting the processes of the software in order to come up with sensible and accurate findings from the research as the software is not able to read the text and make sense of it as quantitative data/statistical analysis can sometimes do (Weitzman, 2010, p. 805). The use of a Grounded Theory approach is also particularly suited, as mentioned under Assumption 6 above, the qualitative research process is inductive, and the researcher builds preliminary theories from the information gathered.

2.3.2.3 Implications of the strategy for Data Gathering and Analysis

The use of a qualitative strategy for this research study, incorporating a case study design and Grounded Theory approach, necessitated certain data gathering and analysis methods which would allow the empirical accumulation of data and a grounded analysis leading to a preliminary theory as the outcome. Leedy and Ormrod (2010, pp. 145–146) detail the various designs/approaches applicable to a qualitative research strategy along with the associated data gathering tools and analysis methods applicable to each. **Table 1** below shows these designs and approaches succinctly with their associated methods and the highlighted sections indicate those chosen and used in this study. The “Case Study” and “Grounded Theory” methods form the core of the strategy while also including some elements and methods of “Phenomenology” as shown below.

⁹ The use of Atlas.ti (the chosen CAQDAS system used in this study) will be discussed in more detail in the relevant section (0) below.

Table 1: Distinguishing Characteristics of different qualitative designs

Design	Purpose	Focus	Methods of Data Collection	Methods of Data Analysis
Case Study	To understand one person or situation (or perhaps a very small number) in great depth	One case or a few cases within its/their natural setting	<ul style="list-style-type: none"> • Observations • Interviews • Appropriate written documents and/or audio-visual materials 	<ul style="list-style-type: none"> • Categorisation and interpretation of data in terms of common themes • Synthesis into an overall portrait of the case(s)
Ethnography	To understand how behaviours reflect the cultures of the group	A specific field site in which a group of people share a common culture	<ul style="list-style-type: none"> • Participant observation • Structured or unstructured interviews with "informants" • Artefact/document collection 	<ul style="list-style-type: none"> • Identification of significant phenomena and underlying structures and beliefs • Organisation of data into a logical whole (e.g. chronology, typical day)
Phenomenological Study	To understand an experience from the participants' points of view	A particular phenomenon as it is typically lived and perceived by human beings	<ul style="list-style-type: none"> • In-depth, unstructured interviews • Purposeful sampling of 5-25 individuals 	<ul style="list-style-type: none"> • Search for "meaning units" that reflect various aspects of the experience • Integration of the meaning units into a "typical" experience
Grounded Theory Study	To derive a theory from data collected in a natural setting	A process, including human actions and interactions and how they result from and influence one another	<ul style="list-style-type: none"> • Interviews • Any other relevant data sources 	<ul style="list-style-type: none"> • Prescribed and systematic method of coding the data into categories and identifying interrelationships • Continual interweaving of data collection and data analysis • Construction of a theory from the categories and interrelationships
Content Analysis	To identify the specific characteristics of a body of material	Any verbal, visual, or behavioural form of communication	<ul style="list-style-type: none"> • Identification and possible sampling of the specific material to be analysed • Coding of the material in terms of predetermined and precisely defined characteristics 	<ul style="list-style-type: none"> • Tabulation of the frequency of each characteristic • Descriptive or inferential statistical analyses as needed to answer the research question

Source: Leedy and Ormrod (2010, p. 146)

Implications for Data Gathering:

The data gathering methods used, as discussed in detail below, included semi-structured interviews, small focus groups, impromptu discussions and the inclusion of various media materials (such as newspaper articles, blog posts, social media posts and Internet-based discussion forum entries) (cf. Section 2.5). From the table above it is evident that the use of the data gathering tools mentioned are supported by the literature on qualitative methodology (Bryant & Charmaz, 2007; Charmaz, 2006, 2008b; Charmaz & Belgrave, 2012; Corbin & Strauss, 1990, 2008; Esteves, Ramos, & Carvalho, 2002; Glaser, 1978, 1992; Glaser & Strauss, 1967; Hunter, Hari, Egbu, & Kelly, 2005; Hunter & Kelly, 2009; Knight & Ruddock, 2009; Leedy & Ormrod, 2010; Morris, Rockett, & Oko Elechi, 2014; Patton, 1990, 2005; Scott, 2009; Strauss & Corbin, 1990, 1998).

Implications for Data Analysis:

The analysis of gathered data, also discussed in Section 2.7 below, was conducted on a continual and evolving basis during the course of data gathering in line with the practices and methods of a Grounded Theory approach, meaning that data analysis began as soon as the initial data were gathered for the study (Corbin & Strauss, 1990, p. 6; Knight & Ruddock, 2009, p. 87; Leedy & Ormrod, 2010, pp. 142–143). The analysis followed in this study is based on the Glaser school of thought¹⁰ (which differ slightly in method but fundamentally in implication from that proposed by Corbin and Strauss (2008; Strauss & Corbin, 1990, 1998) and cited in Leedy & Ormrod, 2010, p. 143) in order to process the gathered data. These steps included:

- Finding a focus
- Managing data;
- Categorisation and Open Coding of data;
- Constant memo writing;
- Selective Coding of data and Theoretical Sampling; and
- Sorting of memos and organisation of codes.

(cf. Section 2.7.1)

This process of data analysis was also done by making use of a CAQDAS system, namely Atlas.ti, which is more fully discussed below (cf. Section 0).

¹⁰ Discussed below in Section 2.7 with reference to the differentiations made in the work of Kirsty Hunter and John Kelly (Hunter, Hari, Egbu, & Kelly, 2005; Hunter & Kelly, 2009)

2.3.3 Case Study Research Design

There seems to be a certain lack of consensus about the "Case Study". Some authors define Case Studies as research *strategies* (cf. Hang, 2016; Irani, Ezingear, Grieve, & Race, 1999; Knight & Ruddock, 2009; Verschuren, 2003), some classify them as research *designs* (cf. Baxter & Jack, 2008; Bergen & While, 2000; Gerring, 2007, 2011; Leedy & Ormrod, 2010; May & Williams, 1986; Meijerink, 1999; R. Yin, 1981; R. K. Yin, 1994; Zainal, 2007) and some also classify them as research *approaches* (Baxter & Jack, 2008; Feagin, Orum, & Sjoberg, 1991; B. Flyvbjerg, 2006; Tesch, 1990). The terms research- "approach" and "strategy" are fairly synonymous and can therefore be aligned in most cases but there remains some discrepancy in the use of the terms and their function in the research (cf. Baxter & Jack, 2008, p. 545). It seems necessary then to express clearly that, for the purpose of this research study, the Case Study *design* is used to guide the process of data collection and types of data to be used within the Qualitative research *strategy* (which details the nature and appropriateness of the research methodology) and then a Grounded Theory (GT) *analysis approach* is used with the data collected by following the processes detailed below (cf. Section 2.7). These semantic issues don't impact on the research but in order to avoid confusion this study will refer to these terms only as described above.

The use of case studies in fields related to social phenomenon are becoming more and more prevalent (Gerring, 2007, 2011) due to the fact that this design allows for a unique and in-depth view/s of a limited subject within the qualitative research approach (Feagin et al., 1991; Leedy & Ormrod, 2010; R. K. Yin, 1994; Zainal, 2007). The use of case studies in the built environment fields (especially in the Construction Management field) however, is less common according to Knight and Ruddock (2009, p. 99), partially due to a lack of practical application-based research to serve as a theoretical basis and also a certain sense of confusion among built environment researchers about the interpretation and usefulness of case studies in this realm. An analysis of research designs by Du Toit and Mouton (2013) shows that, on the contrary, the use of Case Studies in the fields of Architecture, Urban Design and Planning have high prevalence in peer-reviewed publications (cf. Du Toit & Mouton, 2013, p. 130). As the overlap in spheres of research fields are further explored (with this study as a good example) the prevalence of the use of Case Studies is sure to further increase.

The Case Study design primarily entails the interpretive/ exploratory/ descriptive research (Du Toit & Mouton, 2013, p. 132) of a specific subject (case) in great detail in order to understand/ explain/

describe phenomena as they occur in their natural setting (Leedy & Ormrod, 2010, p. 137; R. K. Yin, 1994). Baxter and Jack (2008, p. 544) further posit that the “qualitative case study is an approach to research that facilitates exploration of a phenomenon within its context using a variety of data sources. This ensures that the issue is not explored through one lens, but rather a variety of lenses which allows for multiple facets of the phenomenon to be revealed and understood.” This is also particularly useful in providing support for developing preliminary theories but often lacks the reliability (especially in single-case studies) to be generalizable (Leedy & Ormrod, 2010, p. 137).

Within a qualitative research strategy, the Case Study design can be used to study single or multiple cases and allows the researcher to either focus on unique or exceptional qualities that the specific case may possess or multiple cases in order to make comparisons (where there are comparable differences in the cases) or to confirm generalisations (where cases pose the same/similar outcomes) (Leedy & Ormrod, 2010, p. 137). This study will make use of a single case as it is unique in the nature and function that the space possessed and the relative influence this uniqueness had on the perceptions and use of the space. The case of Hatfield Square is unique in how the conversion of a privately owned public space used to be an anchor in the student precinct surrounding the University of Pretoria and the subsequent change in perceptions from (former) users about the whole area after the nature and use of the Hatfield Square space changed. This study can therefore be classified as one with strong elements in both the social- and built environments as it deals with the change of urban public space and physical development/change of the urban environment while also directly impacting on the users and social environments that the space created. For this reason, the study has been formulated and adapted over time to use a specific research strategy, design and approach that would yield the most valuable data for telling the story of the social impact and implications are that this physical change of a public space has had.

As shown above in **Table 1**, the methods for data collection are typically aligned with those of most qualitative research studies and makes use of interviews, focus groups, document analysis and any other relevant qualitative data sources that may shed more light on the specific phenomenon under investigation. This will be further detailed in Section 2.5 below.

2.4 Study Participants/Respondents

2.4.1 Description and criteria for participant selection

The selection of participants in conducting this study was influenced by the social and professional experiences of the researcher in that peers and colleagues shared an interest in understanding these aims and objectives (of this study) due to their personal connection to the case study. This meant that informal discussions around the topic prior to the research being started in earnest already yielded some data that showed strong opinions and perceptions surrounding the topic of Hatfield Square. This led to a solid foundation and point of departure for more formal discussions in a research interview setting as prior knowledge was already established about some of their opinions and perceptions. The selection criteria for participants in this study were formulated in accordance with the sampling techniques appropriate for a Grounded Theory study, notably, Theoretical Sampling (as discussed in Section 3.2 below). Morse (as cited in Breckenridge & Jones, 2009) states that the selection of participants when using theoretical sampling (as in a Grounded Theory study), along with the motivations for the selection, will vary with the theoretical needs of the study as the study progresses.

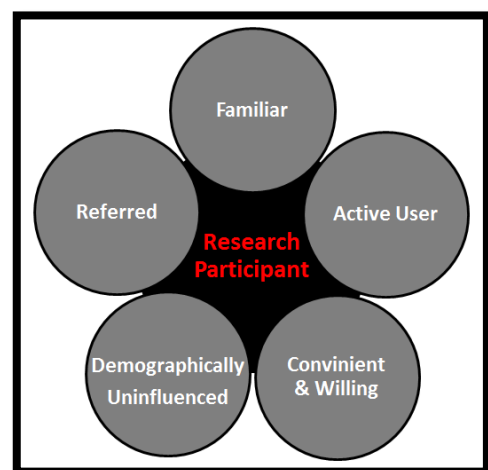
Once the study conceptualisation and research aim were more developed it was necessary to start thinking about a set of criteria to identify the most appropriate candidates for interviews and participation in the research. As this case study is specifically about a particular space it was obvious that participants needed to be very familiar with the space and its (former) functions in order to meaningfully contribute data for this study. In supporting this, it was also important to identify participants that were active users of the space and therefore would have strong opinions and perceptions about the space as integral members of the community. The definition of *active users* is a bit more difficult to empirically define however. The level of use is dependent on both internal and external factors. These internal factors could be each user's own personal value structure, their own varying social needs, their financial ability and/or their preferences at any given time to name a few. The external factors again could include the weather, special events/activities (in Hatfield Square or elsewhere) and/or operating hours of the space. For this reason, it was determined to set a loose boundary on the definition, giving a general guideline for the frequency of use to be at least weekly, and allow the interview candidate to define, at the initiation of the interview, whether they considered themselves to be an active user of the space, based on their own interpretation of the meaning. Then, as the (former) nature of the space was not exclusionary on the basis of demography (race, gender, income, age, etc.), the next criterion was specifically set to not be exclusionary on that same

demographic basis. This means that the selection of research participants was not based on any specified demographic characteristics and allowed the sampling technique (discussed below) to function fittingly. This also meant that the demographic characteristics of participants were not captured as they are not impactful in terms of the aims and objectives set out in this study.

As discussed in more detail in the following section, the snowball sampling technique was predominantly used to identify research participants once the initial interviews were conducted. This meant that after the first interview (or focus group, to be more exact) took place, various referrals were made for other former users who met the other criteria mentioned above. From this magnitude of referrals, it was then possible to select successive participants to conduct interviews with if they met the criteria, were conveniently available and willing. This then formed the final selection criteria used. As this study is focussed on (recent) historic events and experiences (along with current and subsequent perceptions), some of the former active users of the space with good familiarity of the functions and nature of Hatfield Square were not conveniently available to participate. Some referrals resided in other cities and were thus not easily accessible (and also had less personal investment in the space as they are no longer part of the current remnant community) and some referrals were not available or willing to participate. This did not present much of a problem as there seemed to be sufficient alternative referrals and a rather rapid data saturation point and limited time-frame meant that only a select number of participants were used (cf. Section 2.7.2).

The criteria used for participant selection can thus be summarised as follows:

- **Familiarity** with the space;
- **Active participation** in the space;
- **Demographically** uninfluenced¹¹;
- **Referred** from other participants; and
- **Convenient** availability and willingness;



The sample size is however less important when using a Grounded Theory approach as this study does (Esteves, Ramos, & Carvalho, 2002; Glaser & Strauss, 1967 as cited in Hunter & Kelly, 2009, p.

¹¹ This criterion refers to the fact that demographic characteristics such as race, age, gender, income grouping, etc. had no bearing on the data which was gathered as the study focus was about experiences, irrelevant to whom they came from or what the experiences were. This then also means that these elements were purposefully not considered when selecting participants.

89). The emergent preliminary theory is not dependent on the amount of interviews conducted or the amount of data gathered as there is no telling when a theory could emerge (Glaser, 1992).

It is worth noting that during the course of this study, which started taking shape approximately three years prior to the formal research process beginning, the researcher was essentially responsible for tracking a declining/disappearing population of possible respondents. This is largely due to the transient life-cycle of student presence in the Hatfield area which typically only lasted 2-5 years in-line with the timeframe needed to pass a degree at the university. Many former students then move on and/or away from the immediate vicinity and therefore have much less engagement with the Hatfield Square space. From the interviews conducted, and discussed more fully in the Findings chapter, the institutional legacy of Hatfield Square seems to have had a very short lifespan as many younger students currently at the University of Pretoria never had the opportunity to engage with Hatfield Square, have no rooted opinions about it and therefore are not suited participants in this study as well as being an indicator to the impact of the conversion of the space, as will be more fully discussed later in this dissertation.

2.4.2 Sampling technique

Sampling is more commonly featured in detail when dealing with quantitative studies as these studies often aim to produce representational and generalizable results from the studies (Neuman, 2007, p. 141). For qualitative research however, the focus is "less on a sample's representativeness or on detailed techniques for drawing a probability sample. Instead, they focus on how the sample or small collection of cases, units, or activities illuminates key features of social life. The purpose of sampling is to collect cases, events, or actions that clarify and deepen understanding." (Neuman, 2007, p. 141) This means that a majority of qualitative research uses nonprobability sampling techniques and the need to statistically determine sample sizes and/or population representation become less important. The social phenomenon being studied is not dependent on the rest of the population.

As a starting point in this study it was necessary to identify a specific person/group that could be interviewed in order to gain a more in depth understanding of the social phenomena surrounding the case study selected. As the field of interest was decided on in the initiation phase of the study, the potential research participants began to emerge from the interaction of the researcher and the topic.

Discussions with colleagues and acquaintances on the topic of interest already brought about initial data in the form of opinions and experiences shared in the Hatfield Square space. The sampling of respondents in this research study was informed by the criteria for selection as discussed in the previous section. In line with this and the criteria for participation identified, a *purposive* sample was selected on the basis of criteria. As discussed by Neuman (2007, p. 143), the purposive sample is used “when a researcher wants to identify particular types of cases for in-depth investigation. The purpose is less to generalize to a larger population than it is to gain a deeper understanding.” This prompted the researcher to start with a group of known active users of the space in the form of a pilot focus group discussion which then provided initial data from which to further elaborate samples. As purposive sampling is a much less rigorous method of sampling due to the fact that the researcher can never be sure if it is representative of the population, the combination of various sampling strategies was employed in this study. Other sampling strategies used include snowball sampling and theoretical sampling.

Snowball sampling is defined by Neuman (2007, p. 145) as a sampling technique based on a network of interlinked individuals or groups. Also called “network, chain referral, or reputational sampling”, it begins with one (or a couple of) case(s) which then grow on the basis of referral and network linkages. This method is well suited to this study as the network of users in the Hatfield Square space is vast and diverse. In this way it was possible to gather data from a variety of sources in a more rigorous manner than allowed by simple convenience- or purposive sampling alone.

With the use of a Grounded Theory approach (as discussed below), the data collection and analysis take place concurrently and from the analysis further data gathering is dictated as needed. To that end, elements of sequential sampling are also included in the sense that “Sequential sampling is similar to purposive sampling with one difference. In purposive sampling, the researcher tries to find as many relevant cases as possible, until time, financial resources or his or her energy is exhausted. The goal is to get every possible case. In sequential sampling, a researcher continues to gather cases until the amount of new information or diversity of cases is filled.” (Neuman, 2007, p. 145) This is also in line with *theoretical* sampling, which may be classified as a specialised method of sequential sampling as it is simply more directed by the Grounded Theory analysis to identify more specialised samples for data gathering.

Theoretical sampling is defined in **DISCOVERY OF GROUNDED THEORY** (Glaser & Strauss, 1967, p. 45) as “the process of data collection for generating theory whereby the analyst jointly collects, codes, and analyses his data and decides what data to collect next and where to find them, in order to develop his theory as it emerges.” This definition is further expanded in **THE SAGE HANDBOOK OF GROUNDED THEORY**’s extensive glossary of terms as “a type of grounded theory sampling in which the researcher aims to develop the properties of his or her developing categories or theory, not to sample of randomly selected populations or to sample representative distributions of a particular population. When engaging in theoretical sampling, the researcher seeks people, events, or information to illuminate and define the boundaries and relevance of the categories. Because the purpose of theoretical sampling is to develop the theoretical categories, conducting it can take the researcher across substantive areas.” Theoretical sampling is thus also incorporated into the research method here in order to successfully refine the preliminary grounded theory developed.

2.5 Data Collection Tools

2.5.1 Focus Group and Interview Data collection

Due to the nature of the study, the methodology used when conducting the research included a number of semi-structured interviews with former active users of Hatfield Square as well as a couple of focus groups¹². The interviews and focus groups were aimed at discussing the users’ experiences and opinions on the space and the subsequent changes that are taking place.

The use of interviews and focus groups is strongly supported by methodological literature and guides on Grounded Theory. The reason being that these are both high quality primary sources of data in most qualitative studies and is particularly apt in the context of the changing data needs as the Grounded Theory method develops.

Interviews were all conducted by the researcher and took place in a variety of settings based on the availability and comfort of the respondents. Interviews were conducted in the houses of respondents, upon invitation after introduction and description of the study; some interviews were conducted with

¹² Examples of questions used during the course of these interviews and focus groups are attached to this document as **Annexure 2**

students on campus at the University of Pretoria; Interviews were also conducted in public (and semi-public spaces) with one focus group taking place within a restaurant. The total number of interviews (including focus groups and duos) amounted to nine, of which two were not able to yield the required data due to a lack of engagement with Hatfield Square and therefore not meeting the criteria (but they both provided insight into the transience of the student population and the lack of a legacy left by such a seemingly historic place). In qualitative research (and Grounded Theory studies in particular) the physical number of interviews conducted is considered less relevant than the richness of the data and the eventual saturation of the data for the study (Leedy & Ormrod, 2010; Mason, 2010; Patton, 1990). This is further discussed in the Data Saturation section below (cf. Section 2.7.2).

The interviews were all recorded via a voice recorder for the records and later referral of the researcher and all interview respondents were well informed of this, both in the Informed Consent which they all signed as well as verbally at the outset of the interview (with the option for the interview recording to be stopped or omitted at any time if they so wished, which nobody did). The interviews were then transcribed by the researcher at a later stage in order to analyse the data in a text format alongside any field notes which were taken. This allowed for the detailed and repeated analysis of data, in various forms, that the Grounded Theory process requires, and with the incorporation of qualitative data analysis software, the management and processing of this data were greatly simplified and facilitated, making for a precise analysis to be conducted.

2.5.2 Online Discussion Board/Forum data and Media Reports

Methodologists and grounded theory experts alike advocate for the use of any “other” form of data (apart from the interviews, focus groups and written documents) which contributes qualitatively to the study (Bryant & Charmaz, 2007; Charmaz, 2006; Glaser, 1978, 1992; Glaser & Strauss, 1967; Leedy & Ormrod, 2010).

During the course of conducting this study various newspaper reports were found relating to Hatfield Square and the sentiments expressed around it. It only seemed fitting to include these as data sources as they contributed to the theory development process. In searching for general information on the Hatfield Square space some other web-based discussion forums and blogs were discovered, talking about the same events and thus those were consulted to establish an idea of public perceptions/opinions (from secondary sources) relating to the changes in the space. Then, in the

process of analysing newspaper articles and during interviews/discussions, links were drawn to social media¹³ accounts of the events surrounding the Hatfield Square space and its closure/conversion. Social media plays such a major role in communication in current society (Correa, Hinsley, & De Zúñiga, 2010; De Zúñiga, Jung, & Valenzuela, 2012), the various social media accounts were thus also included as a data source for analysis, which in themselves formed a source of primary data for the study. The social media accounts of events and memories about the space formed a valuable resource of data and assisted in identifying other issues that warranted exploration during the course of this study. This also further assisted in establishing a triangulated, preliminary grounded theory.

2.6 Procedures for Collecting and Analysing data

"...the hours devoted to reading, coding, rereading, pondering, writing memos, coding again, and more rereading."

(Charmaz & Belgrave, 2012, p. 363)

This study took place over the course of a year with the initial pilot focus group taking place in early January 2017. Prior to the actual pilot focus group however, various discussions took place with colleagues, friends and acquaintances on the topic, all of which already started an informal data gathering process on which notes were taken and initial insight was based. The analysis of gathered data also started right at the outset with the use of memos and notes whenever a new piece of data was received, or an idea came to mind. The initial focus group led to a plethora of rich data that was analysed and reanalysed during the course of the year as further data were gathered, and new direction was taken. This is very much in line with the process of a Grounded Theory study and aptly stated in the quote by Charmaz and Belgrave at the start of this section.

The use of a CAQDAS (i.e. Atlas.ti – discussed in Section 0) started a couple of months after the initial focus group and assisted greatly in the analysis and coding of the data and the connections and inferences that were made in coming up with the concerns and categories in the data. Analysis done prior to the use of the CAQDAS as well as the memos/notes taken were easily transferred into the software application and used to further the analysis. This was invaluable in the development of the

¹³ Social media in this case refers predominantly to Facebook and Twitter as there were multiple accounts surrounding the (study specific) events discovered on these platforms.

preliminary theory in line with the approach of the study (as discussed below). The development of indicative/preliminary theory unfolded and changed over the course of the study. As additional interviews were conducted, and other data gathered this process evolved and shaped the preliminary theory, as is typically the case with a Grounded Theory approach.

2.7 Data Analysis using the Grounded Theory

Approach

Researchers using qualitative research strategies most often seem to favour the Grounded Theory (GT) approach above other forms of qualitative enquiry, as proposed by notable scholars such as Bryant and Charmaz in 2007, Morse in 2009 and Yamazaki et al. in 2009 (as cited in Charmaz & Belgrave, 2012, p. 347). Unlike most qualitative research strategies, a Grounded Theory study typically isn't strongly based in a well-developed theoretical framework. The actual purpose of using the Grounded Theory approach is to contrarily "begin with the data and use them to develop a theory." (Leedy & Ormrod, 2010, p. 142)

The approach to qualitative research known as "Grounded Theory" can mainly be attributed to two sociologists, namely Barney Glaser and Anselm Strauss, with the seminal texts like Glaser and Strauss's **DISCOVERY OF GROUNDED THEORY** (1967), Glaser's **THEORETICAL SENSITIVITY** (1978), Strauss's **QUALITATIVE ANALYSIS FOR SOCIAL SCIENTISTS** (1987) and Glaser's **BASICS OF GROUNDED THEORY ANALYSIS: EMERGENCE VERSUS FORCING** (1992) (Strauss & Corbin, 1998, p. 9). After a disagreement over the application of the approach, Glaser and Strauss each adopted their own approach to Grounded Theory leading to three distinct approaches. According to Hunter and Kelly (in Knight & Ruddock, 2009, p. 87), the three main approaches to the Grounded Theory methodology are that of Glaser and Strauss in 1967, Corbin and Strauss in 1990 and Glaser's 1978 and 1992 interpretation (cf. Esteves, Ramos, & Carvalho, 2002, cited in Knight & Ruddock, 2009, p. 87). Since then, a lot of work has been done on the applicability of the approach.

Although this study is based in the Glaser approach, the most common approach followed in the analysis of data in a Grounded Theory methodology follow that proposed by Corbin and Strauss (Leedy & Ormrod, 2010, p. 143). Their approaches differ slightly, as highlighted below in **Table 2**.

Table 2: The difference in approach between Glaser, and Strauss and Corbin

Characteristic	Glaser	Strauss & Corbin
Preconceived Theory	No	Theoretical statement
Inductive/Deductive approach	Inductive	Deductive
Use of Literature prior to theory development	No	Yes
Technique focussed	Creative approach	Linear approach prescriptive in technique
Level of detail	Area of Study	Phenomenon or issue of Study
Coding	Open and Selective	Open, Axial and Selective

Source: (adapted from Hunter et al., 2005)

From the above table it is shown that following the Glaser approach is better suited to this study as it is inductive and uses only open- and selective coding. Glaser’s criticism of Corbin and Strauss, according to Heath and Cowley (2004, cited in Knight & Ruddock, 2009, p. 87), is that there is an assumption from the outset of the research about the theory to be developed rather than being purely grounded and emergent in the data. Glaser strongly criticises Corbin and Strauss’ for misrepresentations in their book, going so far as to say; “**BASICS OF QUALITATIVE RESEARCH** cannot produce a grounded theory. It produces a forced, preconceived, full conceptual description, which is fine, but it is not a grounded theory.” (Glaser, 1992, p. 3) For this reason it is the Glaser approach which is followed in this study. The summarised characteristics of *this* research report are thus also shown in **Table 3** below:

Table 3: Characteristics of Glaser’s Grounded Theory Approach followed

Characteristic	Examples of Approach
Research strategy/technique/data sources	Case study, Interviews, Focus groups, documented accounts (newspapers, Internet Blogs/discussion Forums and social media)
Use of Software package for data sorting and/or analysis	An analysis done through CAQDAS, namely Atlas.ti for sorting, coding and analysis
Outcome of Approach	Theory generation
Inductive/Deductive	Inductive
Assumptions made	No preconceived theory prior to analysis
Prior Knowledge	Not required. Theories are evaluated against literature sources after analysis and theory development

Source: Adapted from Hunter and Kelly (2009, p. 88)

By engaging with and interviewing former users of Hatfield Square various preliminary thematic theories surrounding the space started to emerge. These theoretic constructs were then unpacked and developed to form an overall preliminary grounded theory (Scott, 2009), which was then compared to existing literature and established theories (cf. Section 4.2).

In Grounded Theory there are typically well-defined procedures for the analysis of data gathered which can then be used to build and model theories about the subject in question (Leedy & Ormrod, 2010; Strauss & Corbin, 1998). This way of data analysis is for purely qualitative modes of data analysis but according to Strauss and Corbin (1998, p. 11); “Some researchers gather data by means of interviews and observations, techniques normally associated with qualitative methods. However, they code the data in a manner that allows them to be *statistically* analysed. They are, in effect, quantifying qualitative data. In speaking about *qualitative analysis*, we are referring not to the quantifying of qualitative data but rather to a nonmathematical process of interpretation, carried out for the purpose of discovering concepts and relationships in raw data and then organizing these into a theoretical explanatory scheme. Data might consist of interviews and observations but also might include documents, films or videotapes, and even data that have been quantified for other purposes such as census data.” This statement reflects some of the analysis methods used for this study as the coding process involved both contextual, intrinsic meaning derived from the data as well as some analysis on the recurrence/density of codes and concepts within the data. These are represented with

word clouds and were used mainly to illustrate the prevalence of a certain topic within the context of interview discussions and documents consulted (i.e. media reports, newspaper articles, etc.)

2.7.1 Steps followed in Data Analysis

The Grounded Theory approach allows the researcher a unique perspective of the topic by following well-defined procedures that guide the analysis of the data. Hunter and Kelly (2009, p. 89) also highlight the fact that “data analysis should be conducted in conjunction with the data collection to identify areas of interest early on and to ensure that the method used was well suited.” The analysis of the information gathered took place by conceptualising and continuously refining the theories surrounding the events during the data collection phase of the research (Neuman, 2007, pp. 329–330).

According to the literature, the steps to be followed when conducting a Grounded Theory study seem to differ due to certain differences in schools of thought (cf. Charmaz, 2006; Corbin & Strauss, 2008; Glaser, 1992; Hunter, Hari, Egbu, & Kelly, 2005; Hunter & Kelly, 2009). Morse (2009, cited in Charmaz & Belgrave, 2012, p. 347) also argues that the Grounded Theory method cannot be standardised, although Charmaz and Belgrave (2012, p. 349) do propose that all the variants developed “share some basic strategies. All variants include (a) conducting simultaneous data collection and analysis; (b) engaging in early data analysis of emergent ideas; (c) using comparative methods throughout the inquiry; (d) analysing basic social processes within the data; (e) constructing tentative inductive abstract categories that explain and synthesize these processes; (f) sampling to expand, refine, and check these tentative categories; and (g) integrating robust categories into a theoretical framework that specifies relationships between categories and explicates the conditions under which the categories develop, their properties, and their consequences as well as those of the studied process(es) of which these categories are a part.” This study will however predominantly follow the steps associated with the Glaser school (Glaser, 1978, 1992) while still taking into account the perspectives of Corbin and Strauss (1990, 2008; Strauss & Corbin, 1998) Charmaz (2006, 2008b; Charmaz & Belgrave, 2012), Dey (1993) and other prominent scholars in the field.

The discussion of methods in this chapter is strongly based on the theory of conducting a Grounded Theory study and has, at this point, very little reference to the actual data gathered for this study.

The reason for this is to allow for the detailed and thorough engagement on the processes which should be followed in conducting such a study as accurately and reliably as possible. Further, the application of these methods to the actual data will be addressed in the following chapter entitled "Findings" and the outcomes of these methods applied to the findings will then be discussed in the chapter after next. This allows for the arrangement of the dissertation to lend some structure to a process which is, for the most part, non-linear and potentially difficult to follow. The findings chapter which follows thus acts as a bridge between the methods discussed in this chapter and the ultimate interpretation of the data which occurs later in the document.

Given the above, and the processes described by Scott (2009), Dey (1993) as confirmed by Glaser's approach, the basic steps followed to make up the data analysis phase of this study include the following¹⁴:

- **Finding a focus**

Following the Glaser approach, there is no initial theory posited for deductive reasoning to verify (or refute) but rather a completely open mind is employed allowing a (preliminary) theory to be developed purely from the data. This study does however make use of a research aim to guide the research process from the outset. This aim is a direct statement to make it clear what the research is focussed on but does not influence the theoretical constructs developed during the course of analysis or the subsequent indicative/preliminary theory which emerges from the data. Continually evaluating and re-establishing initial impressions of how the actual data collected relate to the aim and objectives of the study allow the theory development process to unfold naturally. Focus is thus constantly adjusted to ensure alignment and appropriateness of analysis procedures followed. "At this stage, this is more a matter of forming some general impressions and intuitions, than making a detailed study of the data" (Dey, 1993, p. 64).

- **Managing Data**

The systematic and organised filing of collected data guards against unnecessary errors and confusion when working with the various forms and pieces of data (Dey, 1993, p. 74). Keeping

¹⁴ It should be noted however that due to the nature of the Grounded Theory methodology, these steps listed are not a sequential and individually confined list of steps to follow successively, but rather that the steps happen simultaneously, interchangeably and repeatedly until a saturation point has been reached and a well-grounded theory has been proposed.

data organised is an essential part of accurately and exactly taking account of information the data holds. Dey (1993, p. 74) also uses the example image of a researcher with loose papers strewn across the room, struggling to find the relevant data in order to effectively perform the analysis. This example is also antiquated by the use of computers that assist greatly in organising and managing research data, but only if also managed and organised correctly.

"Quantitative researchers often conceptualize and refine variables in a process that comes before data collection or analysis. By contrast, qualitative researchers form new concepts or refine concepts that are grounded in the data. Concept formation is integral to data analysis and begins during data collection. Conceptualization is how a qualitative researcher organizes and makes sense of the data."

(Neuman, 2007, pp. 329–330)

The management of data also includes the format and reformatting of gathered data in order to make analysis easier and more uniform. In this study, all the gathered data were standardised into written accounts by the transcription of recordings from interviews and focus groups (as well as other audio and video material applicable). This conversion in the format of the data further allows the researcher to capture additional information that would not usually be present in a document or written dialogue alone. As qualitative research focusses on the intrinsic meaning and subtext (from observations for example) as well as what is actually said in order to capture the most accurate reflection of events it is important for the researcher to also take note of these when transcribing data from recordings or when taking field/interview notes (Dey, 1993, pp. 74–75; Glaser, 1992, p. 49).

This added layer of data observed is something which was quite clear in conducting the research on Hatfield Square and how the former users felt about the space in recalling their experiences. In the process of interviewing, transcription by hand and then re-typing the interview transcriptions (while also taking account of the interview notes taken), the subtext and expression of emotion observed during the interview was also relayed in the transcription and impacted on the data as well as the meaning thereof. These underlying feelings shown by research participants also subsequently influenced the coding of the data.

- **Categorisation and Open Coding of Data**

The categorisation of the data is another important step in the analysis. By grouping and classifying data according to type, theme, context, etc., it assists in further organising and shaping initial information that start to inform the researcher about further data gathering and analysis needed (Neuman, 2007, 2011, 2013). The main physical categories of data used in a Grounded Theory study are: Field Data (notes), interview and focus group data (notes, recordings and transcripts) as well as any other existing documentation of the issue being studied (media reports, documents and internet based blogs/forums) (Douglas, 2003 cited in Hunter & Kelly, 2009, p. 89). Data can then also be layered with more categories, like theme or question topic for example, thereby further enriching the data and allowing for other connections to be made.

Charmaz and Belgrave also state that “researchers subject their inductive data to rigorous comparative analysis that successively moves from studying concrete realities to rendering a conceptual understanding from these data. Successive data collection and analysis each inform and focus the other as the iterative process proceeds. The logic of grounded theory and enactment of its strategies keep researchers interacting with their data and nascent analyses.” (2012, p. 348) This again reinforces the notion that the process of conducting Grounded Theory is repetitive, continuous and non-linear.

After the categorization of the data it also needs to be further analysed and coded. Coding is defined as the examination of the data and adding “tags of labels for assigning units of meaning to the descriptive or inferential information compiled during the study. Codes usually are attached to ‘chunks’ of varying size – words, phrases, sentences or whole paragraphs, connected or unconnected to a specific setting.” (Miles & Huberman, 1994, p. 56, as cited in (Neuman, 2013, pp. 480–481) It serves the two-fold function of “mechanical data reduction and analytical data

Discussion Box 2: Theory versus Practice

As this was a learning experience (using Grounded Theory for the first time) the process in this study ended up being marginally different than described in ‘theory’. There was excessive data interaction before any coding or notes were captured. Once the Pilot focus group interview was conducted, recorded and transcribed manually (something which was also a new experience), the data gathered was probably listened to and read five or six times over before the coding and memo writing even began.

The use of the Atlas.ti CAQDAS also meant that the steps needed to be modified in order to utilise the software effectively. This will be discussed in detail in Section 2.7.3 below.

As the open coding process was happening an extensive list of codes was being generated and the CAQDAS tools were used to manage them and keep data organised. This was a great advantage in using the Atlas.ti software and greatly simplified the process.

categorisation” (Neuman, 2007, p. 330) Coding in qualitative research, according to Neuman (2007, p. 330), has a vital role in the analysis of the data and is not a simple administrative function, but rather a guided approach to engaging with the data on a higher level and assisting in theoretical generalisation.

There are various forms of coding in qualitative research used for different approaches. Qualitative research typically contains a combination of three coding strategies, namely: Open coding, axial coding and selective coding. These three are also then most commonly used in the Grounded Theory approach based on the Corbin and Strauss interpretation (Corbin & Strauss, 2008; Leedy & Ormrod, 2010, p. 143; Neuman, 2007, pp. 330–333). This coding strategy is however criticised by Glaser (1992, p. 61) for making use of axial coding as part of a Grounded Theory analysis, calling the labelling and then grouping of data “totally unnecessary, laborious and tedious” (1992, p. 43). He instead promotes the use of the “constant comparative” analysis/coding which consists of only two coding mechanisms, open coding and selective coding (within a “Theoretical Coding” model) (Charmaz, 2006; Charmaz & Belgrave, 2012; Glaser, 1992).

Open coding is thus the starting point in the analysis process following the “constant comparative” approach advocated by Glaser. Open coding is defined by Glaser (1992, p. 38) as “the initial stage of comparative analysis, before delimiting the coding to a core category¹⁵ and its properties – or selective coding. The analyst starts with no preconceived codes – he remains completely open.” Scott (2009) also states simply that open coding is the process of coding “everything for everything”, illustrating that the essence which the coding is striving for is yet unclear and all information presented in the data could have relevance since there are no preconceived categories to be strived for. This first step thus allows the researcher to determine the main concerns which emerge from the data and present *potential* categories, which after further refinement will produce the core category (Scott, 2009).

The identification of the core category presented by the data is the main goal of the open coding process and open coding stops once that core category has been revealed. This core category

¹⁵ “The core category is the concept which explains the behaviour in the substantive area i.e. it explains how the main concern is resolved or processed.” (Scott, 2009)

then feeds into the following data gathering steps, allowing for selective coding to take place to identify further properties of the core category and thus also continues the cycle of the Grounded Theory approach.

- **Constant Memo writing**

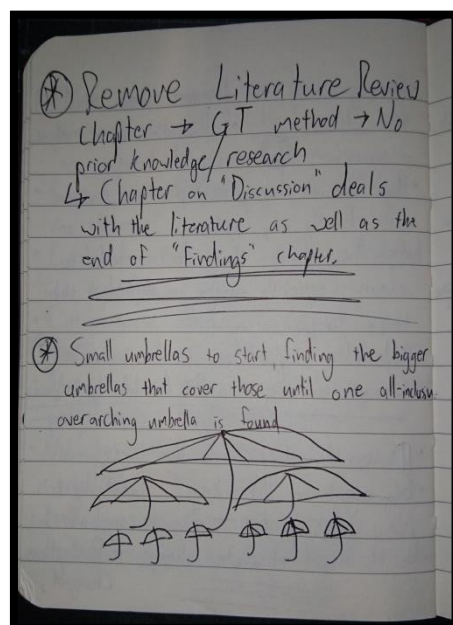
The process of theory development is largely dependent on memo writing (Charmaz & Belgrave, 2012, p. 363; Scott, 2009). The process of memo writing is continuous (and near incessant) throughout the process of Grounded Theory and take the form of jotted notes through to well thought-out analytic statements, continuously adapted and added to (Charmaz & Belgrave, 2012, p. 363). These memos also take the form of methodological memos, written by the analyst while grappling with the complexities of the methodology, and the all-important *theoretical* memos, which are constant notes written during the data gathering, coding and analysis phases (Scott, 2009). "Memo writing links coding to writing the first draft of the analysis; it is the crucial intermediate step that moves the analysis forward." (Charmaz & Belgrave, 2012, p. 363) Pioneering work in Grounded Theory by Glaser's **THEORETICAL SENSITIVITY** (1978) also

Discussion Box 3: Example of a Memo

Memos serve various purposes in a Grounded Theory study, from data analysis and selective coding to notes on technical elements of writing up the research and scribbled notes on possible linkages between sections etc.

An example of one of the researcher's hand-written memos is shown here and can be seen to contain technical data and grappling with the Grounded Theory process and how it should be presented in the write up of the study.

Illustrations and ideas relating to the graphic presentation of elements are also shown.



advocates for the use of memo writing and the invaluable contributions they make in the development of the preliminary theory (referenced in Scott, 2009).

Methodological memos assist the analyst in coming to terms with the complexities of the Grounded Theory methodology by allowing for the process of comparing the various approaches to Grounded Theory that exist (as discussed above) and discovering which approach is most applicable for the substantive area of interest

being investigated (Scott, 2009). This is however likely to change and adapt over the course of the study (and analysis in particular) as the researcher becomes more familiar with the arguments and approaches and applying them practically. This study went through at least three major iterations of methodological approach to Grounded Theory, moving back and forth between schools of thought and practicality in applying the methodology to a field less common in the use of the methodology. The methodological memos and notes that were made thus assisted in refining and processing the method in order to come to a functional and appropriate means of applying the methodology in the study.

The theoretical memo is arguably one of the most crucial tools used in the process of conducting a Grounded Theory study. These memos are written and developed over the entire course of the study and eventually shape the development of the preliminary theory. Scott (2009) regards memo writing a “low risk” activity and the quality of the writing is of lesser importance, but the value lies in the description/evaluation of concepts and their (potential) connections to other concepts found in the data. Charmaz and Belgrave (2012, pp. 363–364) also suppose that the writing of memos assists in fracturing the data so that it can be looked at analytically, and also state that “memos join data with the researcher's original interpretations of them, and the researcher thus avoids forcing the data into extant theories.” The theoretical memos in particular need to be constantly reworked in order to bring forth the empirical evidence presented in the data and making them more analytical in nature. This then also incorporates and verifies the data in the memo against subsequently gathered new data, adding to it and enriching it. Charmaz and Belgrave (2012, p. 364) further state the memo writing should start early in the Grounded Theory cycle and research process in order to avoid being overwhelmed by large amounts of data that are not essential or central to the main concerns that are emerging from the data. These memos can also become the framework for chapters or sections of the report being compiled and give excellent guidance on the development of the relevant section.

Kathy Charmaz unpacks the process and purpose of writing memos succinctly when she says:

"Memo writing is about capturing ideas in process and in progress. Successive memos on the same category trace its development as the researcher gathers more data to illuminate the category and probes deeper into its analysis. Memos can be partial, tentative, and exploratory. The acts of writing and storing memos provide a framework for exploring, checking, and developing ideas. Writing memos gives one the opportunity to learn about the data rather than just summarizing material. Through this writing, the grounded theorist's ideas emerge as discoveries unfold."

(Charmaz, 2008a, p. 166)

As the open coding, writing of memos, further data gathering, recoding and rewriting of memos takes place, the central concerns start to emerge and, as mentioned, the core category can be determined, and selective coding can begin.

- **Selective Coding of Data and Theoretical Sampling**

Once a clear core category is identified the researcher starts to selectively code the data. Selective coding is defined by Glaser as: "to cease open coding and to delimit coding to only those variables that relate to the core variable, in sufficiently significant ways to be used in a parsimonious theory (Glaser, 1978, p. 61). It is not as Strauss says, 'the process of selecting the core variable...' For grounded theory selective coding starts after and only when the analyst is sure that [sic] she has found a core variable. The core category simply emerges from the constant comparative coding and analysing the data. The core variable then becomes a guide to further data collection and theoretical sampling: the analysis is guided by a core variable. Codes, memo's and integration start occurring in relationship to the core variable" (1992, p. 75).

Coding procedures for all the textual data in this study, such as interview transcriptions, articles, social media and internet blog/forum posts, all followed the processes as described above with the constant comparative method (open coding and selective coding processes). This continuous, successive, iterative process, lead to the development of core variables and guided further interviews and data gathering by then using theoretical sampling (cf. Section 2.4.2). This aided the discovery of more properties of the core category. This cycle continued until the core category and main concerns become saturated and new data no longer yields new properties of the core category for the researcher to further investigate (cf. Section 2.7.2).

- **Sorting of Memos and organisation of codes**

"When ordering memos, a grounded theorist may think about how a particular order reflects the logic of participants' experience and whether it will fit the reader's experience. The grounded theorist will attempt to create a balance between them."

(Charmaz & Belgrave, 2012, p. 368)

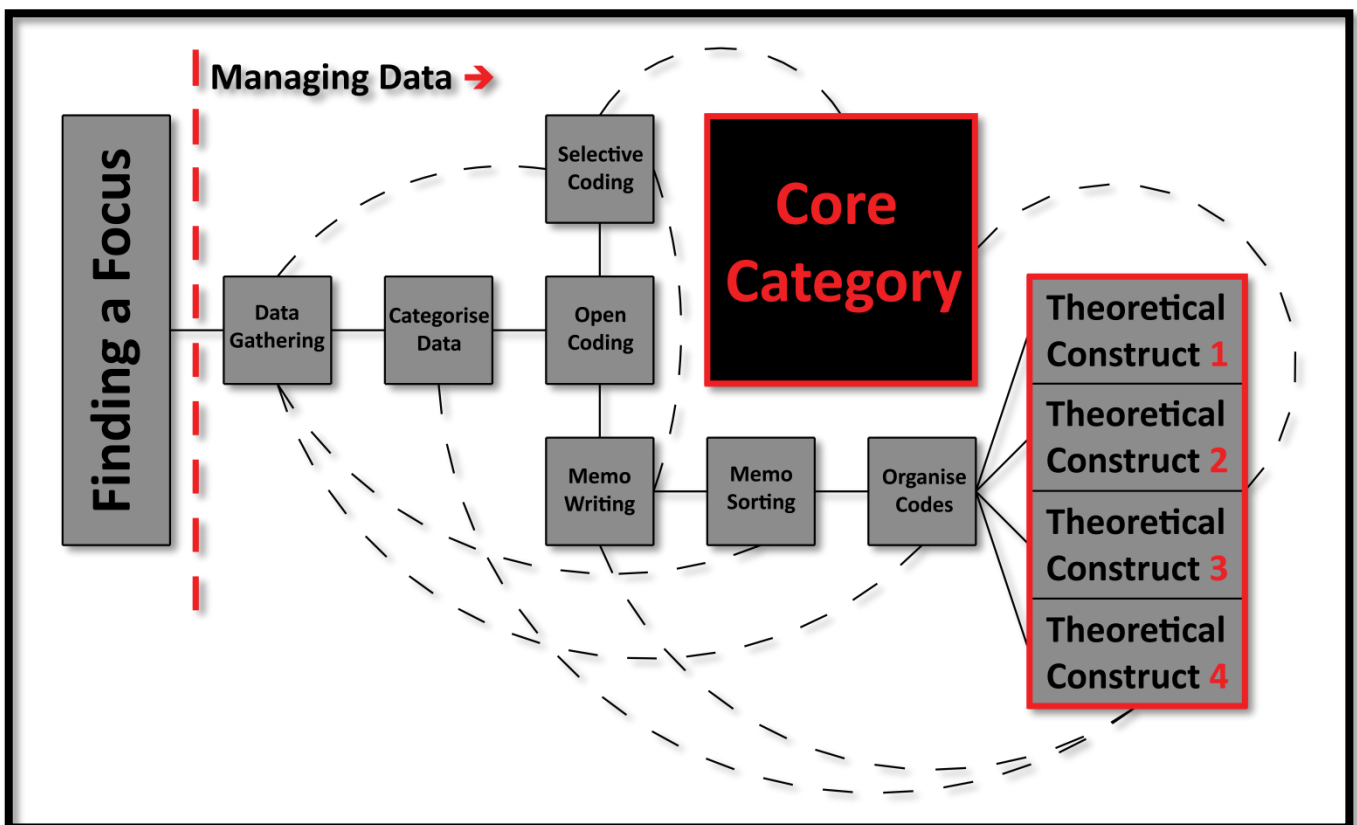
During the course of conducting the Grounded Theory study, the memos written need to be constantly sorted and refined in order for the theoretical codes to be discovered that can assist in the organisation of the substantive codes (Scott, 2009). Charmaz and Belgrave (2012, p. 368) further the discussion of sorting memos by the addition of “integrating the analysis.” In this section they discuss the impact of sorting and ordering the memos in order to make connections for the reader. Sorting the memos into a coherent order is often a first attempt at the framework of a paper/report and the recommendations by Charmaz and Belgrave (2012, p. 368) to do this includes:

- Sorting memos by title of the category;
- Mapping various ways of ordering memos to outline drafts;
- Selecting an order that is conducive for analysis as well as clear to the intended audience; and
- Creating clear links between categories.

The sorting of memos (and groups of memos) is a constant and repetitive process that organises the thought processes of the researcher/analyst and assists in making these memos more analytical and empirical, in line with the sentiments of Charmaz and Belgrave expressed above. This constantly whittles down on the excess data and codes in order to truly refine our data, ensuring that the preliminary theory that emerges is truly grounded in that data and the way in which it is presented allows the reader to understand the preliminary theory as the researcher intended.

The processes/steps discussed above are not a linear set of steps to be followed like a recipe, but rather, are adapted and tailored to suit the case study of Hatfield Square, refined from the multitude of perspectives that exist on the topic of Grounded Theory. As mentioned before, in this dissertation as well as by the authors cited herein, there are many forms of Grounded Theory methodology and the specific process followed depends entirely on the researcher, their level of experience in this as well as other fields of research and the topic under investigation. To this end, for the purposes of this study, **Figure 6** below illustrates the nature and complexity of the Grounded Theory methodology followed in this study.

Figure 6: Illustration of the Grounded Theory process



Source: Author

2.7.2 Data Saturation

There is limited research on the actual *amount* of interviews that make up a valid, well-saturated study (Guest, Bunce, & Johnson, 2006) and the reasons are seemingly obvious; because the point at which no new information is emergent from the data is undetermined and could vary to a large degree based on topic, interview(er/ee), complexity, and a variety of other influencing factors. Notable exceptions are Guest, Bunce and Johnson (2006) and Francis et. al. (2010), both of whom take a more pragmatic approach to determining adequate sample sizes within their own fields in conducting qualitative research and testing it across data sets. Both however come to alternate conclusions in terms of the actual *number* but bring up important points regarding what is actually meant by “theoretical saturation” of data.

"We propose principles for deciding saturation in theory-based interview studies (where conceptual categories are pre-established by existing theory). First, specify a minimum sample size for initial analysis (initial analysis sample). Second, specify how many more interviews will be conducted without new ideas emerging (stopping criterion)."

(Francis et al., 2010, p. 1229)

Although Francis et. al. discuss a measure used for reaching theoretical saturation in a study which has predetermined conceptual categories, contrary to this study, the second point is equally as important for determining the so-called "stopping criterion". This point where data gathering ceases can be a subjective decision made by the researcher based on the perceived quality of new/additional information being produced from further interviews and data gathering combined with a gut-feeling on the strength of the developing theory and to what extent additional data will really strengthen that theory. Hunter and Kelly aptly describe the measure of data saturation and how further data gathering becomes unnecessary after a point based on the work of Glaser and Strauss in their seminal

DISCOVERY OF GROUNDED THEORY (1967) book:

"Glaser and Strauss (1967) emphasise that, as theory grows, it becomes reduced, meaning that there is little to add to the core theory once a theory has been developed from the data, and therefore after a certain point of theory building it will be unnecessary to obtain more case studies or conduct more interviews."

(Hunter & Kelly, 2009, p. 89)

The responses from respondents regarding their opinions and experiences with regards to Hatfield Square were very consistent across interviews. There was barely any difference in the sentiments expressed even though interviews were conducted over an extended period of time with respondents unaware and unenlightened as to the expressions made by any other respondents. This led to the researcher gathering a data set of strongly correlated and supportive data which yielded a great variety of codes and categories. These codes and categories could be refined into a well-substantiated core category and subsequent theoretical constructs, allowing for a well-developed framework to emerge from the data and the eventual expression of an indicative theory (as discussed in following chapters). After the third round of data gathering (interview/focus group/duo) it became clear that the categories which were established and emerged from the data were well developed and the core category was being further supported by the data being gathered. It was decided to establish a stopping criterion of a further two interviews to come to a total of five in-depth, engaging interactions. Even though it seemed to be a limited sample, methodological literature supports this as sufficient.

2.7.3 Use of Atlas.ti Analysis Software

The use of Computer Aided Qualitative Data Analysis Software (CAQDAS) within built environment research studies is still limited, and even more so in South Africa. Qualitative data analysis is traditionally done by hand; where a magnitude of field notes are taken, interviews recorded and transcribed and coding transpires in reams of photo-copied transcriptions highlighted with various colours (Weitzman, 2010). Ian Dey's example of unmanageable amounts of disorganised paper strewn all over the workspace of a qualitative researcher (as mentioned earlier) further validates the use of an electronic solution to data management and processing. The 21st century reliance on technology and the sheer abundance of options with regards to software applications for any imaginable task again advocate for qualitative research to stay with the times

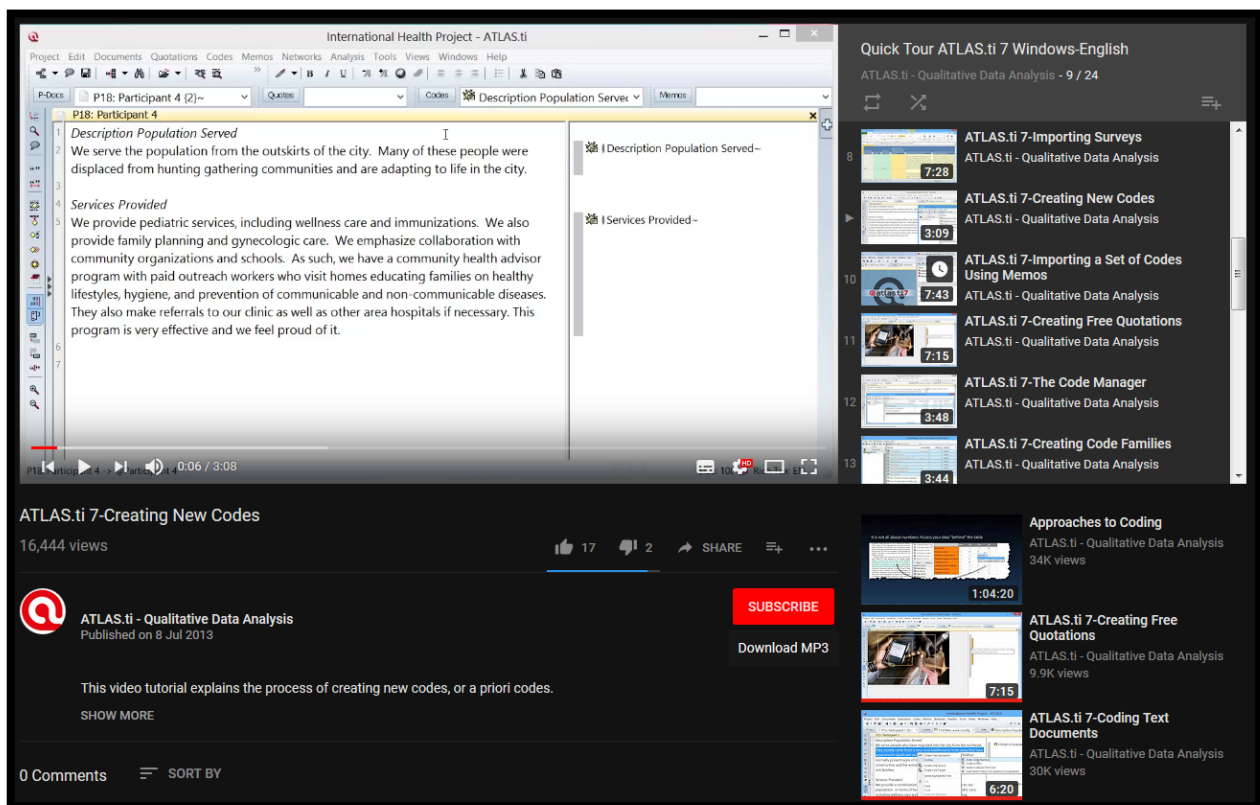
Software for qualitative data analysis may take various forms depending on the package chosen and the needs of the researcher. The features and functionality offered by the software varies and ultimately the needs of the researcher and availability of the resource determine which software is used. Many prominent CAQDAS systems have been on the market for quite some time and are constantly improving as capabilities of software become more developed and the user-friendly nature of these programmes is improved. A desktop investigation into the various types and capabilities of software packages was undertaken in order to determine the most appropriate package for the purposes of this study. From the investigation it was evident that the software often offered similar functionality in terms of coding, code management, data-set management, various forms and iterations of (even automatic) text analysis, cross-data comparisons, and some statistical analysis of qualitative data (such as word-occurrence density/frequency). There also exist various license options for access to different software packages and functionality levels, which also impacted on the decision making in terms of the choice of software for this study.

From the wide array of software available, two prominent applications were identified and considered for use with this study, based on their functionality, namely; Atlas.ti and nVivo. As a student at the University of Pretoria the availability of software from the institution thus led to the final decision regarding the chosen software as between the mentioned two, only Atlas.ti is currently available at the university and the researcher was not in a position to acquire a private copy of software for this study. Atlas.ti turned out to be an excellent choice for this study and offered great advantages when conducting the research; from data management to simplified coding and organisation as well as

some valuable visualisation tools and intuitive tools. The outputs and results produced with the help of the software will be discussed and illustrated in subsequent sections of this study as part of the findings and discussions.

The use of the Atlas.ti software is made simple by the intuitive design which is quick and easy to learn while excellent video tutorials are also made available by the software company on their YouTube™ page. These tutorials offered a great source of troubleshooting and advise when elements were not understood, and their in-depth nature can be seen in the list of available tutorial videos shown in **Figure 7** below.

Figure 7: Video tutorials on Atlas.ti software

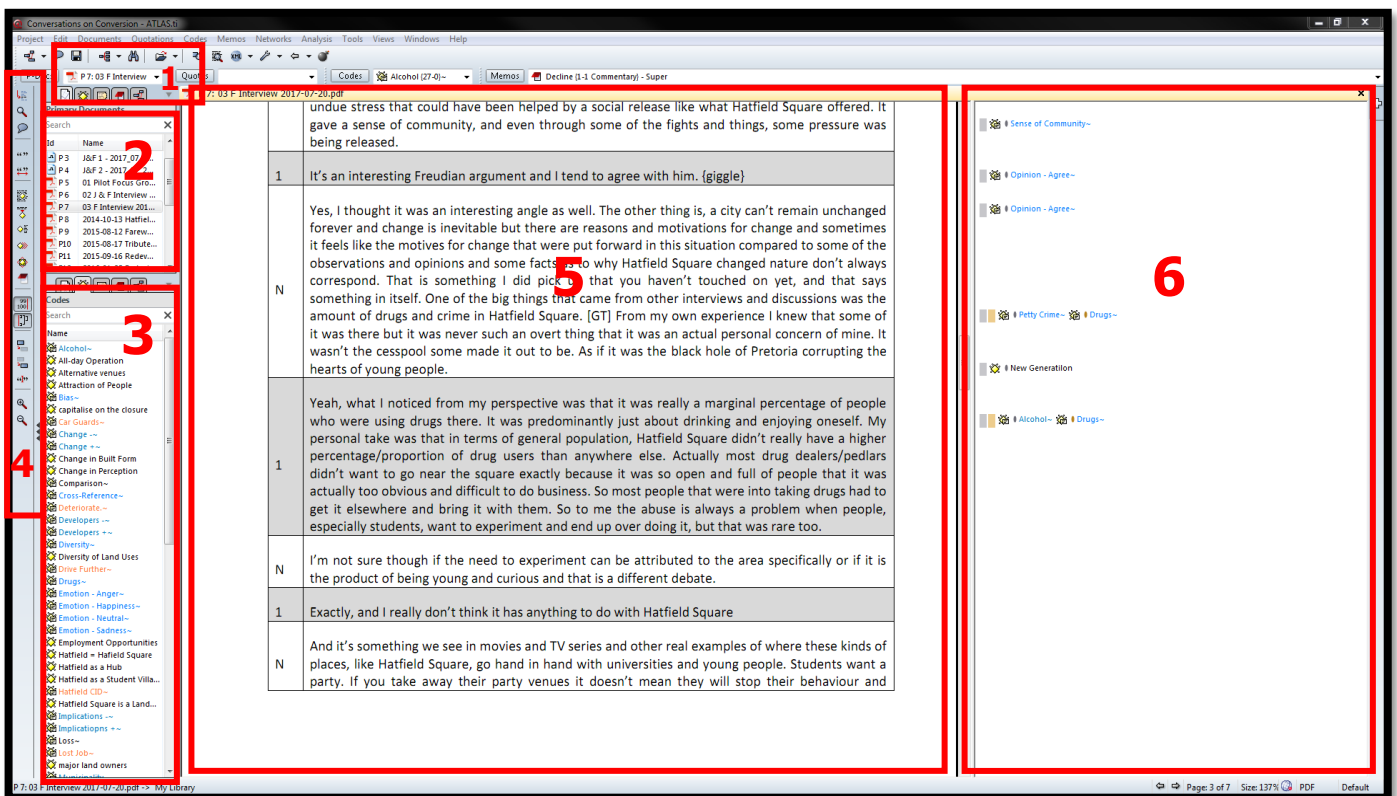


Source: YouTube™ (Atlas.ti - Qualitative Data Analysis, 2013)

From the figure above, one is able to see that the support structures offered with regards to the utilisation of the software are aimed at users of various use proficiencies with introductory basics of how to create new codes using the software and range into more complex and even philosophical tutorials such as different approaches to coding.

For the purposes of explanation, a basic overview of the main elements of the software used are illustrated below in **Figure 8**, showing the main working window, and will serve as navigation for the use of the Atlas.ti software. The processes of coding a transcribed interview, as utilised in this study are undertaken directly from this window by highlighting a key word (or set of words) from within the transcription and then using one of the coding tools to either code the highlighted text as written (in vivo) or by allocating a name to the code based on context or meaning (a priori). The codes already used are also present to select from a drop-down list for ease of use and a highlighted section may also be allocated more than one code. The highlighted section is now linked to the code and the software can then further use these linkages in the generation of networks and density analysis tools, depending on the needs of the study.

Figure 8: Main working window in Atlas.ti software with annotations



Source: Author

The above figure illustrates the main operating window within Atlas.ti and consists of the following elements:

- 1 **Primary document selection menu:** Here the current active document is selected which will then appear in the main window where coding and memoing can take place;
- 2 **Primary document List:** A list of all the primary documents added to the Hermeneutic Unit which is being worked on and can include a variety of file types with text, audio, video and images, all of which can be coded within the software;
- 3 **Code list:** The list of codes allocated to all primary documents in the current Hermeneutic Unit also reflecting any colour coding allocated by the analyst. This list can be managed and sorted in another window where new free-standing codes may also be created if required;
- 4 **Tools:** Buttons for the various actions available to the analyst in order to allow for coding, memoing, annotation and some document management tools such as line numbering and document zoom;
- 5 **Main document window:** The currently selected primary document appears in the main window and is coded directly from this view; and
- 6 **Code window:** This pane shows the codes currently allocated and linked to the data contained in the active primary document. If a code is selected the associated section of (in this case) text is highlighted to show the link between the code and the data.

The codes allocated to pieces of the data (during the coding, sorting and memoing cycle) can be managed by sorting, grouping and/or categorising them according to the analyst's interpretation and analysis of the data. This takes place from a separate code-management window where the codes can be grouped or linked to code "families", colour-coded according to preference or analyst allocated meaning and/or renamed/deleted/modified as may be required. The window also shows code densities across all primary documents and already highlights the most prevalent codes by virtue of frequency. These abilities afforded by the software makes data management and in-depth analysis much simpler as all codes and their linked data are centralised and analysis can take place across data sources.

The processes followed in this study using the Atlas.ti software only utilised a limited number of available tools the software offers. For the purpose of this study the software was primarily used for coding, categorisation, organising and managing the data gathered while memoing was still opted to be done by hand¹⁶. This should however not be seen as a superficial influence on the research process

¹⁶ The decision to do memoing by hand was made based on personal preference as this feature in the software was found to be needlessly cumbersome and thus detracted from the analysis experience and functionality of conducting the research. This may also be partially attributed to the lack of experience in using the software.

as during the course of conducting a Grounded Theory study the coding, categorisation and sorting of data form the vast majority of the work and are the foundations for conducting this type of study successfully.

Due to the nature of qualitative analysis, CAQDAS only acts in assisting the researcher organise, manage and simplify the process of working with large amounts of complex, layered data. The coding of the data and the interpretation are still strongly reliant on the researcher (Dey, 1993). The Atlas.ti software used in this study offers a wide array of tools that assisted greatly in conducting this study by allowing for efficient organisation of data and easy coding while also offering tools of simple text analysis and highlighting certain linkages in the data. CAQDAS is a valuable tool for qualitative research and although it is not commonly used in studies within the built environment at present, the emergence of the value added by this type of software is becoming more widely recognised and the use of such software applications is sure to increase.

2.8 Ethical Considerations

The ethical standards used when conducting any research are paramount to the success of the research and the protection of the research participants. For this reason, it is vitally important to ensure that there are no adverse effects for those research participants by ensuring that an ethical approach is followed which is beyond reproach.

In terms of the ethical considerations for this study, a formal application (along with approval from the Faculty Dean) was submitted to the University of Pretoria Research Ethics Committee (REC) for the Engineering, Built Environment and Information Technology (EBIT) faculty, under whose supervision this research falls, and approval for the study was obtained prior to the commencement of the study. The REC provided a formal letter of ethical clearance (with reference number: EBIT/88/2016) after which the researcher could proceed with the research and data gathering for the study.

Informed consent was obtained for every research participant via an REC approved consent form drafted by the researcher. An example copy of the Informed Consent form is attached as **Annexure 3**. The consent form informed the respondents of the purpose and nature of the study and outlined particular points that were pertinent to their participation, giving them the opportunity to make an informed decision on whether to be involved in the research.

The nature of the study did not require the collection of any sensitive or personal information that could identify the participants. For that reason, the ethical considerations for this study were fortunately quite limited and no foreseeable harm is envisaged for anyone who participated in this research, or anyone else. All participants were also given the option to cease participation at any time if they so desired, but none deemed it necessary to do so.

2.9 Validity and Reliability

Validity and reliability are ideals that all research strives for as this gives the research a measure of credibility and a sense of accuracy. This is precisely how Neuman (2013, p. 218) defines reliability and validity in qualitative research. He makes the point the validity is the truthfulness of the research and reliability relates to how dependable and consistent the research is. These are both vital in order for research to meet the standards of scientific contribution.

The validity of qualitative research is more related to the authenticity of the research than the objective “truth” of that research. Neuman further suggests that giving an authentic reflection of social life which is fair, honest and balanced from the perspective of those who live the experiences on a daily basis will thus give the study validity. “In most qualitative studies, we emphasize capturing an inside view and providing a detailed account of how the people we study understand events” (Neuman, 2013, p. 218). The research needs to be plausible (i.e., understandable by a variety of different people), contain an amount of diverse empirical data, and a continuous engagement with the diverse data is undertaken and linkages between the data are discovered; all of the above constitute an increase in qualitative validity (Neuman, 2013, p. 219).

In qualitative research, unlike quantitative research, the aim is not to achieve a replicable and re-testable outcome which will yield the same precise results, thereby giving the study reliability; the aim of qualitative research is to find new and distinctive information which will inform us about the world in which we live. This also means that a different researcher or a different technique may yield different results, but not of more- or lesser value. In order for qualitative researchers to ensure reliability in their research, Neuman suggests consistency in the manner in which data are gathered and dealt with and thereby reliability may be achieved. Grounded Theory studies have an advantage in terms of reliability as the data speaks for itself and needs little justification. "While grounded in data, the conceptual hypotheses of [Grounded Theory] do not entail the problems of accuracy that plague [Qualitative Data Analysis] methods" (Glaser & Holton, 2004, p. 2). Any study in which data are gathered ethically and appropriately, analysed scientifically and presented with fairness, balance and honesty contributes to a field which was less known prior to this research and can therefore be considered reliable.

By following the procedures of a Grounded Theory study, the qualitative validity of the study seemingly naturally occur as there is a continuous engagement with the data, which also comes from a variety of sources. The outcomes of the data (as will be discussed in subsequent chapters) is plausible, based on the fact that many unrelated research participants gave comparable and corresponding accounts. The empirical data considered was also diverse in nature and source, giving triangulated validity as proposed by Neuman above.

The fact that qualitative researchers do not "become locked into the quantitative-positivist ideas of replication, equivalence, and subpopulation reliability" means that there is room for discovery to take place. "[Qualitative Researchers] accept that different researchers or researchers who use alternative measures may find distinctive results" (Neuman, 2013, p. 218). This study aims to contribute to this set of distinctive results by adhering to the requirements for validity and reliability as proposed above and thereby contribute to the scientific knowledge on Hatfield Square and in so doing allow for a contribution to be made which may be of value to future planners and researchers alike.

2.10 Limitations in the Research

2.10.1 Time

One of the primary constraints placed on the research by the chosen methodology is time. Due to the nature of the processes followed in a Grounded Theory study, the time between interviews can become drawn out as there is a need to (ideally) analyse gathered data first before additional data gathering can be appropriately and efficiently done. The outcomes of analysis from one interview guide the data gathering process and therefore interviews often take place days or weeks apart.

Another influence on the time taken to conduct a study of this nature is the uncertainty regarding the number of interviews which need to be conducted, making planning and structuring of research phases challenging for the researcher. The data gathering and analysis for this study took place primarily over the course of eight months due to availability of respondents; time spent conducting analysis and further methodological research. This was exacerbated by scheduling and time management issues which arose during the course of the research but eventually managed to be completed and even adding the advantage of gathering unique data which evolved over the course of the interview period¹⁷.

2.10.2 Scope and Ambit

The scope of this study was focussed on a specific (and rather unique) case which is very topical at the time this research is being conducted. The changes which are being researched are still taking place and thus the impact of these changes is present and changing during the course of this study. As much as this offers the researcher the opportunity to explore a hot topic in the field it also presents challenges in terms of the focus and extent the research should consider.

There are a variety of viewpoints to consider with different angles from which to approach this case study. The developers, owners, involved institutions, users, and any other involved stakeholders have their own stories to tell, each with their own agenda and objectives. The chosen focus on the

¹⁷ Due to the drawn-out interview schedule combined with the continued changes taking place in the area surrounding the case study, some important information was revealed which would not have been available had interviews all been completed within the first couple of weeks after the research started.

experience of (former) users in relation to the changes taking place thus means that the other perspectives and angles cannot be adequately studied as part of this research, presenting a constant challenge to remain focussed on the group at hand and not deviate into the realm of another, going on a tangent and detracting from the strength of the research being conducted. The users themselves have strong opinions and relate a lot of meaning to the case study space and that deserves attention and detail.

The scope of this research is thus limited to purely the ambit of user-experiences and how that relates to the aim of this study; to tell the story of their experiences and determine the implications of the conversion of the space for them in terms of the utilisation of the space.

2.10.3 Research Bias

"..., there is a difference between an open mind and an empty head."
(Dey, 1993, p. 63)

According to Holliday (2002, p. 7), "no matter how extensive the research, different researchers will always pursue and see very different things in the same setting", and as such it is important to acknowledge the role of the researcher in the process of collecting, analysing and interpreting the data in order to come up with sensible findings. The methods chosen by the researcher in order to conduct the relevant study inevitably also influence the outcome and nature of the research.

The role of the researcher will always have an impact on the outcome of a study (by introducing bias) as human nature and lived experiences shape the way in which we see the world and what we are interested in. This is supported in a statement by Mehra (2002, p. 6) saying "A researcher's personal beliefs and values are reflected not only in the choice of methodology and interpretation of findings, but also in the choice of a research topic. In other words, what we believe in determines what we want to study." This is particularly true in a case such as this where the researcher is intimately familiar with the topic and environment and also forms a part of the research participant group by meeting all the criteria set for participation and thus innately having bias (Chenail, 2011, p. 257). With this in mind it is important to be clear about the influence the researcher has on the outcomes

of the research as there will be inevitable bias and a very specific lens through which data is interpreted and discussed. Thus, a positionality perspective of an involved “insider” is adopted and, as discussed in the data collection section above, the researcher is also an active participant in the research, constantly reflecting on new information from interviews and discussions in order to shape and direct future interviews and discussions. This plays well into the grounded theory analysis approach chosen for this research study. “Because this interplay requires immersion in the data, by the end of the inquiry, the researcher is shaped by the data, just as the data are shaped by the researcher.” (Strauss & Corbin, 1998, p. 42)

Given the above, the research outcomes are not skewed by the involvement of the researcher in the process as validation elements such as triangulation and good data saturation are used to ensure the research is reliable and credible.

2.11 Summary and Conclusion

The thorough discussion of the methodology followed in this study, which is presented above, is meant to provide a detailed and well-referenced account of the steps followed when conducting this study. This chapter forms a large contribution to this dissertation and a strong focus on methodology was planned as part of this research undertaking. By providing such a detailed basis for the research to follow, it can be assured that the outcomes of this Grounded Theory study will be reliable and valid and thereby contribute to the body of knowledge which exists in the field.

The following chapter will detail the findings of this study by unpacking the data gathered in terms of the methods described here. This will allow the following “Findings” chapter to act as a bridge between the methodology described here and the discussion and interpretation which is to follow in Chapter 4. The indicative theory which is set to emerge in the Discussion chapter will be strongly grounded in the data and be empirically based on a strongly developed and motivated methodology in order to ensure the validity and reliability of the study.

3 Findings

3.1 Introduction

The findings discussed in this chapter are based on the data that was collected during the course of this study. This means that this chapter acts as a bridge to join the preceding Methodology chapter and the Discussion chapter which follows by bringing the outcomes of the data gathering phase to the fore and carving them into the theoretical constructs pillars which support the later discussion and interpretation. This chapter aims to give voice to some of the important elements attributed to the Hatfield Square space by former users and show how the ripple of change has implicated institutions and impacted on industries on a scale much larger than that of the neighbourhood where the change took place.

The practicalities of using theoretical sampling are discussed along with the examples of memo writing and categorisation which took place, with the assistance of the qualitative research software Atlas.ti 7. By following and conforming to the processes of the chosés methodology (as described in the methodological literature) a theoretical saturation point is reached. This occurs once the core category is revealed (from the data and analysis) and any further data gathering and analysis no longer leads to new categories or codes being uncovered (Glaser & Strauss, 1967; Glesne & Peshkin, 1992). This saturation then gives rise to the finalisation and affirmation of the core category, in this case, related to the *loss* experienced.

The reason for discussing Theoretical Sampling, Memo writing (with categorisation and sorting) and Theoretical Saturation in this chapter is due to the focus this chapter has and the purpose it intends to serve in the overall framework of this dissertation; the preceding Methodology chapter is primarily focussed on the abstract/theoretical description of methods used for this study (and the motivations for them) without engaging directly with the gathered data whereas this chapter on Findings brings together these methods and the gathered data in order to produce and discover the theoretical constructs from this data. The discovery of these findings can then be discussed and interpreted in the following Discussion chapter.

Four key theoretical constructs are discussed below, encompassing the findings of this study and allowing for the development of the theory building process. The constructs identified further inform areas of literature to be consulted in the assessment of these findings and the impact these changes

may have on social spaces as well as the associated perceptions this creates. The comparison of these theoretical constructs to similar/relatable examples from other authors and scholars can then assist the researcher in making reliable and valid interpretations from the data in the Discussion sections which follow. The remainder of the Findings chapter will then theoretically discuss the literature to be consulted as related to the identified constructs before concluding with the manner in which interpretations of these findings will be discussed in the following chapter.

3.2 Theoretical Sampling

"Theoretical sampling keeps a study grounded."

(Charmaz, 2008a, p. 166)

The process of conducting research using the Grounded Theory methodology involves the inductive development of theory directly from the data being studied and is a continuous and repetitive process (Glaser, 2002 cited in Breckenridge & Jones, 2009, p. 114). The analysis and coding of the gathered data continuously narrows-down and refines the data that needs to be collected next, thus creating a need to sample *theoretically* during the course of analysis and further data gathering (Breckenridge & Jones, 2009, p. 114).

The use of classic Grounded Theory, as was also used in this study, is inseparably linked to the use of Theoretical Sampling as a core component of the approach. As stated by Breckenridge and Jones (2009, p. 115), despite the evolution of Grounded Theory and differences in epistemological stance taken by various scholars, the use and definition of Theoretical Sampling has remained fairly undisputed as "the process of data collection for generating theory whereby the analyst jointly collects, codes and analyses his data and decides what data to collect next and where to find them, in order to develop his theory as it emerges" (Glaser & Strauss, 1967, p. 45).

As indicated previously in the Methodology chapter, this study, as a point of departure, relied on a general interest and basic knowledge (on the part of the researcher) of the case being studied while also having contact with a few knowledgeable and informative stakeholders directly involved in the Hatfield Square space. Barney Glaser confirms this initiation of a Grounded Theory study by arguing

that the initial data gathering and analysis already start to take place in everyday life by merely being interested in and observant of the phenomenon in question and starting to apply analysis and coding through memoing, thereby (informally) already starting the research process (Glaser & Holton, 2004, p. 11). The knowledgeable stakeholders were then interviewed in an initial pilot focus group to form the first piece of (hard) data for this study and act as the springboard that provided links and focus for subsequent interviews and data gathering to take place, following snowball- and theoretical sampling approaches.

Gathering of data from secondary sources such as newspaper articles on the closure/conversion of Hatfield Square and related posts on social media, blogs and discussion forums were then assessed with the identified categories in mind. This allowed for the categories to be verified and further refined in order to guide further sampling and data gathering from prospective interviews. Transcripts from subsequent interviews were then subjected to the same analysis process and the categories further refined. This process continued repetitively until a point of data saturation was reached, a core category could be defined with its associated properties and sub-categories, and a preliminary theory could be developed from the refined information that emerged from the data. Theoretical sampling was thus successfully used to gather the data required for the theory development process to take place in line with the Grounded Theory approach. Findings from the data could be sorted and categorised, allowing for the theory development process to unfold naturally and a truly grounded preliminary theory to emerge from the data.

3.3 Memo writing and the Categorisation and Sorting of Findings

In a Grounded Theory study, with the analysis and coding of data starting immediately, categories for those codes and pieces of data naturally start to take shape. These are then also captured and commented on in the form of memos. Glaser and Holton discuss this in their article entitled **REMODELLING GROUNDED THEORY**, and say: "Throughout the constant comparative coding process, the researcher has been capturing the emergent ideation of substantive and theoretical categories in the form of memos" (Glaser & Holton, 2004, p. 18). These memos are a vital part of the analysis process by allowing the researcher to capture and process pivotal pieces of information and linking them to interpretations and underlying meanings while simultaneously starting to categorise/group

them. Glaser and Holton (2004, p. 17) further posit that the “basic goal of memoing is to develop ideas on categories with complete freedom into a memo fund that is highly sort-able.” Memos thus assist the researcher to hypothesise on the possible connections between categories and then start to combine those connections with parts of other categories in order to develop a preliminary theory from the data.

In the **Example Box** below one of the researcher’s own hand-written memos (from the researcher’s field notebook) is shown with an explanation of various elements in order to illustrate the process and value of this step during analysis and data interpretation. As can be seen in the example box, a wide variety of elements are present, and these are not only data themselves but also notes from the author about the data or situation as perceived during the interview but not captured in the transcription. This contributes to the richness of qualitative data as these elements cannot be truly captured by anyone other than the interviewer and author. Categorisations and ideas for constructs can also start to be noted, as shown, which will then become refined during the course of further interviews and analysis.

Example Box:

○ Numbered main themes – constructs

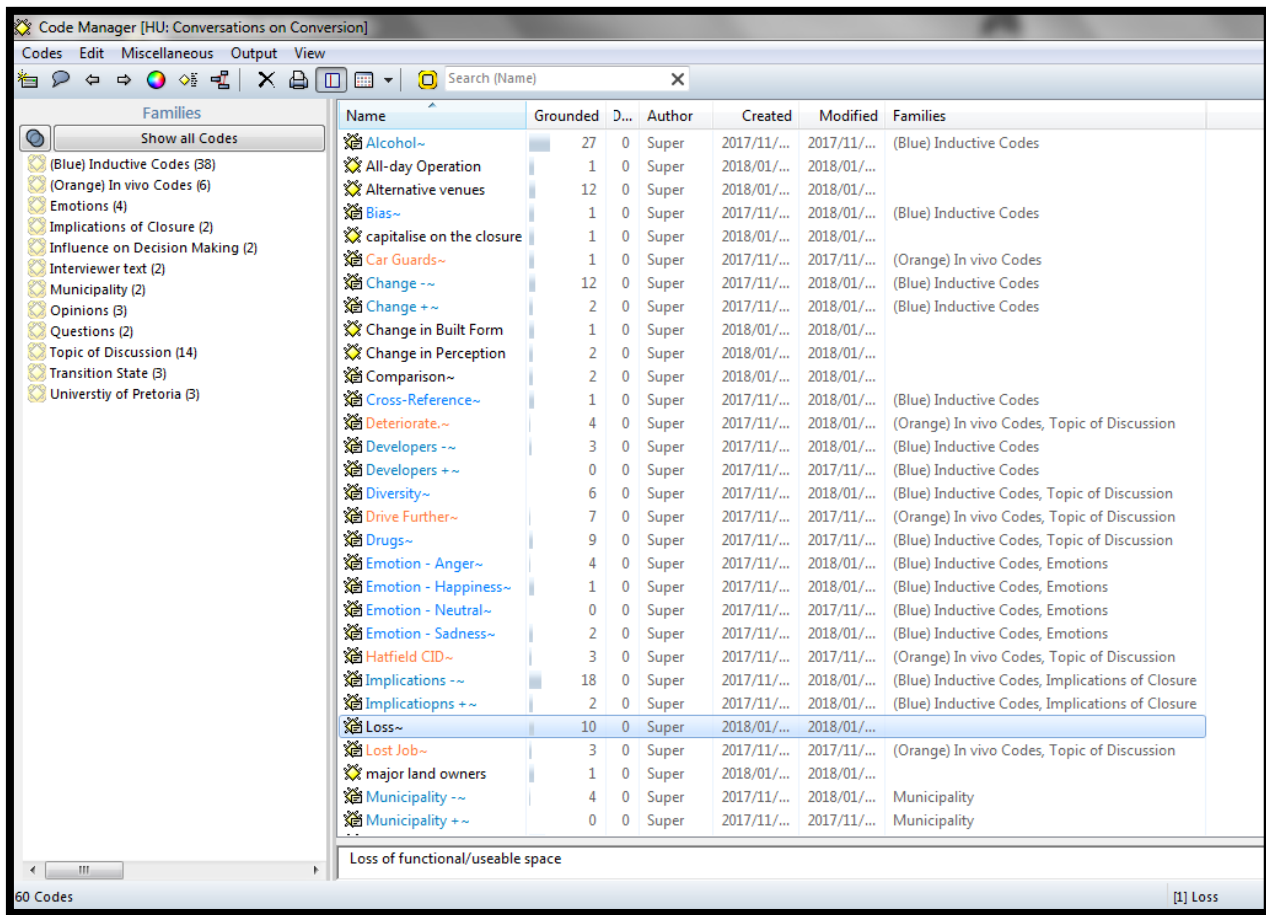
The image shows a handwritten memo on lined paper, divided into two columns. The left column is titled 'Pilot Focus Group Memo' and contains several bullet points. The right column contains a list of observations and notes. Red circles with numbers 1 through 5 are drawn around specific phrases in both columns, corresponding to a legend in the top right of the box. The legend indicates that these numbered circles represent 'Numbered main themes – constructs'. The notes include observations about a dominant speaker, sentiment of decline, implications for UP, narrow relationships, proximity, perception of UP as a driver for closure, student drinking culture, loss of jobs, efforts to keep the area safe, and integration into student life.

In this study, categorisation started with the obvious and first prevalent separation in the data, the format (or form) of that data. Interview transcriptions, newspaper articles, social media posts, etc. all automatically categorise themselves into initial categories, all already containing certain innate bits of information and levels of significance to the study. Interviews and focus groups are obviously most significant and relevant as they deal directly with the issues being studied while information from newspapers and media may only relate to the subject in a lesser degree or offer minor insights into specific parts of the study and have subsequently less general relevance.

The data from these (grey literature) sources however remain important as they support triangulation of the data as well as offering another layer of insight and perspective into the phenomenon being studied and in so doing also help produce some reliability in the data.

From the initiation of data analysis, following the open coding process, codes are constantly allocated to pieces of the data (from the analyst's interpretation – called *a priori*- or *inductive* coding) and also emerge from the data itself (called *in vivo*- or *emergent* coding). Already the codes are split into two categories based on their origin. As further coding takes place categories emerge for the codes such as the subject matter that piece of data deals with, which event/person/organisation is being discussed, a specific time that this took place, the attitude/emotion with which the data were expressed, distinguishable themes and main ideas, etc. The categories, as with the codes, seem endless and ever-evolving. This is something which is supported by the literature on the Grounded Theory approach (Charmaz, 2008a; Glaser, 1978; Glaser & Strauss, 1967), and by making use of a CAQDAS these codes and categories could easily be created, grouped and changed as needed. **Figure 9** below shows a screenshot of the codes-list from Atlas.ti as the analysis was progressing and some initial categories were already allocated illustrating the ease and usefulness for code management that the software affords.

Figure 9: Code Manager window in Atlas.ti



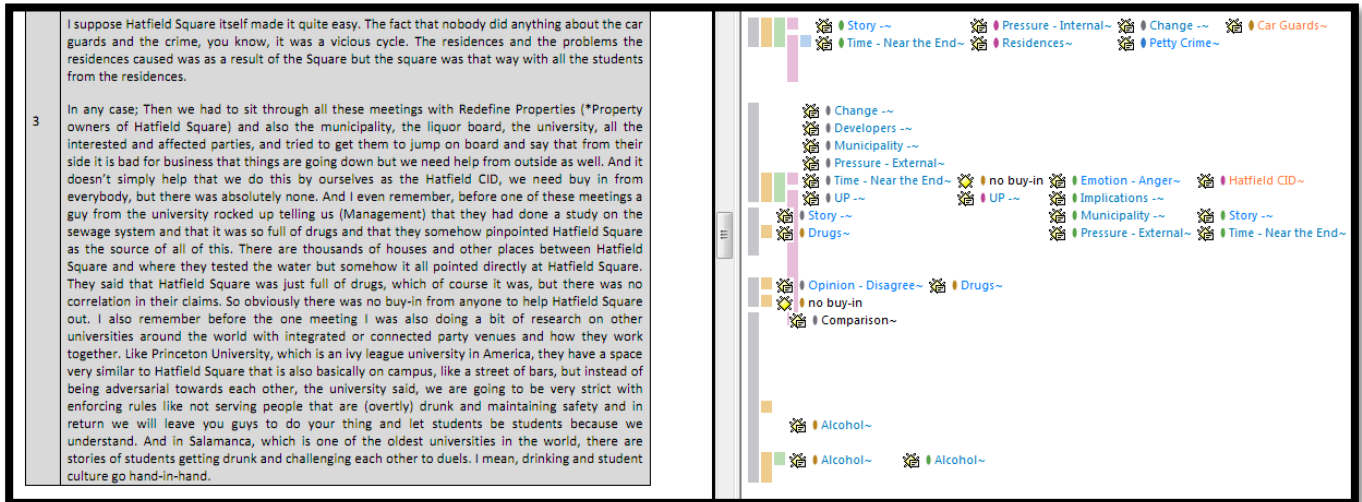
Source: Author

As can be seen from **Figure 9** above, the code manager window consists of various panes and tools to assist the researcher in managing the codes generated from the data analysis. A column of named codes is displayed in a colour-coded list (as allocated by the analyst) assisting with the identification and visual sorting of the codes while the subsequent columns show the code density/frequency across all pieces of data analysed, the user responsible for the allocation of the code, the date the code was created and last used as well as which “Families” the codes belong to. The code Families are essentially categorisations/groups that the analyst creates to sort and group codes by theme, type, etc. and is also shown in the left-most pane highlighting the families a selected code is classified under.

The data from the pilot focus group led to a wide variety of categories and codes emerging that could then be refined into categories, based on the importance and emphasis placed on these by the respondents during the focus group. **Figure 10** below shows an extract (a screenshot from the Atlas.ti coding window) from the transcription of the initial focus group showing the large variety of

codes which emerged from a single statement; these codes were also further categorised according to their linkages and context, in accordance with the methodology followed, in subsequent memoing.

Figure 10: Atlas.ti Coding window with codes



Source: Author

As discussed in the Methodology chapter, by using the Atlas.ti software to code, sort and analyse data, the process of conducting the research was greatly simplified. The memoing function within the software however did not suit the personal requirements of this study for the researcher and was found to be needlessly cumbersome. This is not a criticism of the software compared to other software applications but rather a preference of the researcher. The free-flowing and constantly changing nature of the memoing process was stifled by the rigidity of a software application and therefore the memoing during the course of this study was all done by hand in a field journal. This allowed for the scribbling of notes, drawing of graphic linkages and simplified categorisation while reading and coding transcriptions without the need to switch windows on the computer or break the momentum of the analysis. There is just something fundamental and intuitive about note taking and memoing by hand which a software application is yet to match.

From the memoing, categorisation, further memoing and further distillation and saturation of categories, a single *core* category slowly emerges that is the essence of the data and which then forms the basis for the development of a preliminary theory. Following the Glaserian approach to Grounded Theory means that the repetition of processes and refinement take place until only one truly core category can be determined; one which can explain and encompass all other categories

and is central to the data as a whole. Only by following this exhaustive process can the preliminary theory truly be grounded in the data and be considered as a Grounded Theory.

The core category that started to emerge from the data in this study related to *loss*: The loss of a social space; the loss of opportunities (jobs, music development, social interactions, etc.); the loss of a place with substantial sentimental value; the loss of a landmark for all users of the Hatfield area (particularly University of Pretoria students and other former users). Almost all the categories and codes eventually pointed towards a *loss* of Hatfield Square and its meaning.

3.4 Theoretical Saturation of Data

Having followed the cyclical process of data gathering, analysis, memoing, more data gathering, refined analysis, directed memoing and so on, the researcher starts to distil the data and the core category of the data emerges. This core category encompasses all the other categories identified in the data and starts to give an inkling of theoretical constructs upon which a preliminary theory can be built. Once the core category has been identified and further data gathering and analysis no longer leads to new unrelated categories or codes, a point of theoretical data saturation is reached (Glaser & Strauss, 1967; Glesne & Peshkin, 1992). This is also affirmed by Eisenhardt in stating “Theoretical saturation is simply the point at which incremental learning is minimal because the researchers are observing phenomena seen before” (1989, p. 545).

This study had, right from the outset, a very consistent set of responses from interviewees, most of whom, in isolation from one another and spread across many months during the course of interviewing, discussed strongly related ideas and conveyed a strong uniform sentiment and set of emotions when talking about the Hatfield Square space. After the third interview¹⁸ it already became apparent from the responses that the categories that had been established and emerged from the data in previous interview-analysis cycles were already merely being populated and that, for the most part, the core category was just being strengthened and supported by the data being gathered. It was then decided to establish a stopping criterion of a further two interviews to come to a total of

¹⁸ As mentioned in the Methodology chapter (cf. Section 2.7.2) the “Interviews” encompassed focus groups, single-person interviews as well as duos and are discussed here simply as “Interviews”.

five in-depth, engaging interactions on the topic also supported by other data sources such as media articles and online forums. Although this seemed like a small number, the interviews were encompassing and in-depth. Given methodological literature and best practice the number was sufficient given the theoretical saturation of data achieved (Glaser & Strauss, 1967; Hunter & Kelly, 2009).

The saturation of theoretical data leads to the population of the core category and its sub-categories allowing for the emergence of theoretical constructs which in turn assist with the building of the eventual preliminary theory. The following section deals with the emergence of these constructs and discusses what emerged from the analysed data on Hatfield Square and how it relates to the bigger preliminary grounded theory it develops.

3.5 Emergence of Theoretical Constructs

The development of a theory in the Grounded Theory methodology is largely reliant on the building of categories, and the eventual saturation of these categories, while the links between different categories start to shape *theoretical constructs*, a process pioneered by the founders of the Grounded Theory methodology, Barney Glaser and Anselm Strauss (Urquhart, Lehmann, & Myers, 2010). The constant comparative method of data analysis with the strong emphasis of continued memo writing greatly assisted in the identification of links that exist among categories. The memos are sorted to support an outline for the preliminary theory being developed, a sentiment expressed by Glaser and Holton in explaining the purpose of this process:

"Once the researcher has achieved theoretical saturation of the categories, he/she proceeds to review, sort and integrate the numerous memos related to the core category, its properties and related categories. The sorted memos generate a theoretical outline, or conceptual framework, for the full articulation of the [Grounded Theory] through an integrated set of hypotheses."

(Glaser & Holton, 2004, p. 18)

As discussed above, the core category that emerged from the data in this study related to *loss*. The sub-categories that fed into this core category gave rise to a number of interlinked constructs to form the four main theoretical constructs of this study. These theoretical constructs are discussed below and various social media posts relating to the relevant construct are also included in order to give expression to some of the findings from these data sources.

3.5.1 Theoretical Construct 1: The Meaning of Hatfield Square

One of the first major threads that emerged from the data related to the *meaning* that was attached to Hatfield Square. Various respondents and other sources alluded to and even outright expressed the strong emotional connection they had to the space and the formative effect it had on them as individuals. This is a remarkably strong, yet nearly unquantifiable, measure of the meaning a physical space can have for individuals (and groups) and the intangible effect certain places have on people.



“I met my husband there...”

Both positive and negative elements emerged from respondents when sharing recollections of times spent in Hatfield Square. Issues related to the activities that took place in the space were foremost under discussion

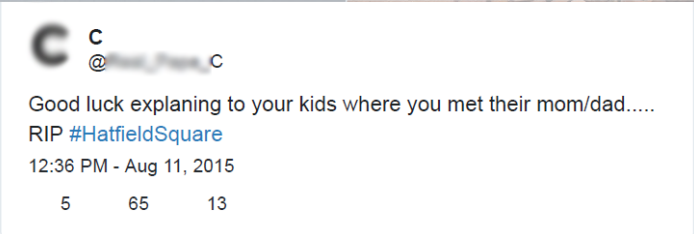
during interviews as well as present in social media reports and media articles. Extracts from various social media posts and blog articles are presented throughout this section that show a snippet of the



Louis Half the things everyone did for their first time in their life happened in square. #sadbuttrue
Like · Reply · 14 August 2015 at 16:55


general sentiment found in these sources of data as well. These expressions relate strongly to the

meaning of the place, the impact on the music industry, the role and responsibility of the University of Pretoria in the events and hint at some perceptions of Hatfield in general.





The meanings attributed to Hatfield Square by users of the space range vastly in sentiment and value attributed. Some users see the space as concretely formative in their lives and how they relate to people, as illustrated by the social media

post above about telling their children where they met. In contrast to this there are also a number of people happy to see the space close down for their own personal meanings they associate with the space including drug use and fighting, as can be seen from the posts shown below.


 **Deon** [redacted] It's about time
Like · Reply · 14 August 2015 at 01:45

"Good riddance. Too many drugs end too much alcohol. Satan was welcome there and now his temple has been broken down."

 **Joe** [redacted] Good riddance @ te feel drugs en te veel drank. Satan was welkom daar en nou is sy temple af ge breek.
[See translation](#)
Like · Reply · 13 August 2015 at 19:26


 **Lourens** [redacted] dis goed, nou kan al die wingat laities by die huis suip en mekaar bliksem..
[See translation](#)
Like · Reply · 3 · 13 August 2015 at 17:18

"It's good, now all the young scoundrels can drink at home and beat each other up."

 **Carike** [redacted] Beste nuus in jare!!!! Hulle kan vir my part elke jol en kroeg toemaak in Pretoria.
[See translation](#)
Like · Reply · 2 · 13 August 2015 at 20:35


"Best news in years! For my part they can close down every party venue and bar in Pretoria."

"I wonder if all of you would feel the same way [sad] if the churches would be broken down. It's a party venue. Don't you know anything other than drinking?!"


 **Wilmarie** [redacted] Wonder of julle almal so sou voel as di kerke afgebreek work. Dit is n kuerplek. Ken julle niks anders as suip ni?!
[See translation](#)
Like · Reply · 24 August 2015 at 07:48

Activities revolving around socialising in the space, life changing key moments that occurred there (such as one respondent recalling "I met my husband there..."), a sense of community and integration experienced (to a more or lesser degree by different respondents), opportunities in terms of jobs and meeting new people, alcohol consumption (with both positive and negative connotations, depending on the viewpoint), activities associated with being a student at the University of Pretoria such as RAG and certain right-of-passage rituals held by various university residences as well as a very unique setting that was created in the space. These elements came through strongly in every interview conducted and various relations and viewpoints were discussed which drew a single conclusion:

Hatfield Square had some meaning to everyone.


 **Nicole** The place where I found my freedom... Very sad
Like · Reply · 2 · 13 August 2015 at 16:27


"Wow, that's a very sad story but at least they can't do anything to our memories."

 **Michelle** Sjoe dis 'n baie hartseer storie daai maar gelukkig kan hulle niks aan ons memories doen nie
[See translation](#)
Like · Reply · 1 · 15 August 2015 at 13:00


 **Tsepo**
@C
So they are deconstructing the #HatfieldSquare... this can't be right. That's a national heritage site & so many babies were made there!
2:11 PM - Aug 13, 2015 · Johannesburg, South Africa

"Met my husband of 8 years there. Worked together at OppiSquare. Also met all my good friends of today in Hatfield. Going to miss the square a lot."

 **Chantel** Het my trou man van 8jr. Trug daar ontmoet. Het saam by oppie square gewerk. Het ook al my goeie vriende van vandag in Hatfield ontmoet gaan die square baie mis
[See translation](#)
Like · Reply · 1 · 13 August 2015 at 17:46

 **Natasha** Ek het my bachelorette paartie daar gehad, whoohoo!! En my honeymoon, actually hahaha! Ek en my man het in 'n woonstel (love shack) op die square gebly. Elke aand aan die slaap geraak met Dropzone se musiek.....good times. Koebaai Hatfield Square
[See translation](#)
Like · Reply · 1 · 14 August 2015 at 10:31

"I had my bachelorette party there, whoohoo!! And my honeymoon, actually hahaha! My husband and I lived in a flat (love shack) right on the square. Every night we fell asleep to the music from DropZone...good times. Goodbye Hatfield Square."

 **Kev** Had my first sokkie there with a really cute girl, then got my first proper p klap from her boyfriend shortly after!! Haha Good memories!
Like · Reply · 24 · 13 August 2015 at 20:57 · Edited

3.5.2 Theoretical Construct 2: The Impact on the live Music Industry

An unexpected yet central theme that emerged related to the role Hatfield Square had in the live music scene in Pretoria and how the closure of the social space led to a markedly perceived impact on the live music scene as noted by interview respondents. The simple fact that there was such an agglomeration and variety of different venues within Hatfield Square meant that the Square itself became a strong attractor for live music events of all kinds, genres and tastes. Respondents noted the plethora of events that they attended in Hatfield Square and how the scale, centralised location and proximity to the university meant that there was never a shortage of activity and live music to choose from and since the conversion of the space and the closure of the venues, the live music scene has undoubtedly changed for the worse.

Figure 11: Facebook post by Jack Parow

A Facebook post (shown below in **Figure 11**) by notable Afrikaans rapper Jack Parow laments the closure of Hatfield Square for the formative role it has had on his career. This post sparked a torrent of replies and retorts with people's opinions and experiences expressed.

An interview held with a knowledgeable role player directly involved in the music industry also led to a discussion on the impact this closure of a prominent space for live music has had on the opportunities for new and emerging artists, with him asking the rhetorical question; "How many bands are sitting in Pretoria with no place to play?".


Source: Facebook – Jack Parow (2015).





The point made was further illustrated in the discussion by mentioning that, due to a lack of venues for live music, the ones still in existence, across the whole of Pretoria, are now spoilt for choice and now predominantly book the best acts they can and no longer need to give the new and emerging artists the gap they once did. This also illustrates the far-reaching impact that a localised change such as this conversion of a single social space can have. This again shows that:


“How many bands are sitting in Pretoria with no place to play?”


Hatfield Square had a remarkable impact on the live music industry.

 **Musa** aah, this is a sad time. some of the best nights of mt life were enjoyed here
Like · Reply · 13 August 2015 at 20:18

 **Brad**
@Brad
BREAKING: Home affairs unable to cope with the amount of lost names found under the demolished #HatfieldSquare
11:00 AM - Aug 14, 2015
1

 **Ashlin** we're going to miss those first year missions to square from wits 🙄🙄🙄
Like · Reply · 14 August 2015 at 10:46

 **Piano**
@K
I have suspended plans for my birthday nd am in discussions with various stakeholders about the burial rights of our beloved #HatfieldSquare
2:54 PM - Aug 11, 2015
2 1


 **Francois** Hatfield square died along time ago, sad to see it demolished though, remember watching robbie wessels @ good for fellas. Ek mis die goeie tye
Like · Reply · 13 August 2015 at 23:42

3.5.3 Theoretical Construct 3: The Role of the University of Pretoria


Due to its close proximity and physical dominance in the area, the University of Pretoria (UP, and also referred to as TUKS) has most likely also been influential in the process of the conversion of Hatfield Square, both directly and indirectly. The University is a prominent institution in Pretoria and nowhere more so than in Hatfield. The University's main campus is located in the suburb, covering a large mass of land and within the area there are a large number of other land holdings belonging to the university, including its sports campus, experimental farm, most of its residences as well as many other owned and occupied spaces. It is no surprise then that they, as an institution, are very influential when it comes to development in the area. The perceptions of residents and users of Hatfield alike are also inextricably linked to the image of the University as was clearly seen from the interviews conducted for this study.

The respondents interviewed, along with the vast majority of other data sources consulted, in some way mention the University of Pretoria as playing some kind of role in the events concerned with the conversion of Hatfield Square.

"I thought it was definitely the University, or at least their initiative driving it."

 **Bart** I worked at oppi square. They closed everything there to build more housing for students... good memories....
Like · Reply · 2 · 13 August 2015 at 17:20

 **Lebo** Why did it get closed down?
Like · Reply · 2 · 13 August 2015 at 17:06

 **Armand** From what I heard from a bouncer at Aandklas a few weeks ago is that TUKS wants to close all the clubs in a 4km radius coz they think it's going to improve academic performance.

Various social media posts also indicated the role or responsibility for the closure resting (at least in part) with the University of Pretoria. To the left, some of these posts are shown which clearly show that the perception exists that the closure is attributable to the university.

When asked whether a respondent thought the University of Pretoria played a role in the conversion of Hatfield Square, an emphatic confirmation was given, expanding by further mentioning “That was my first thought actually. I didn’t think it was some sort of venture capitalist from abroad or anything, I thought it was definitely the university or at least their initiative driving it.” Some of the presumed roles include basic suggestions that the conversion of Hatfield Square from a social space associated with partying to a more residential space was encouraged by the University as a means of addressing accommodation shortages and demand for more accommodation options in close proximity to the University. Others however have made more sinister accusations, going so far as to lay the blame for a deterioration in the safety and security around Hatfield Square at the feet of the University of Pretoria as a means to drive property values down and allow for the easier conversion of a space they supposedly deemed less desirable. Some of the accusations amount to conspiracy theory but from the data gathered and accounts retold by respondents, from direct experience and insider

“...that’s when Hatfield Square started to deteriorate.”

knowledge, there was a definite influence by the University of Pretoria in the conversion of Hatfield Square.

During an initial focus-group interview there was a heated discussion on the role of the University in the conversion of Hatfield Square and a specific attribution of blame towards the University of Pretoria by a statement proposing that “When [the University of Pretoria] stopped RAG and festivals and the parties in the street, that’s when Hatfield Square started to deteriorate.” There is a clear attribution of blame towards the University of Pretoria for the perceived negative impacts the conversion of Hatfield Square has had for the former Hatfield Square users interviewed.

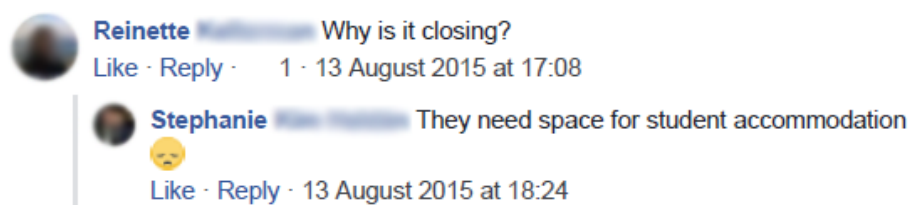
Even though there is a clear finger being pointed at the University of Pretoria by many who feel they share a part of the blame for the closure of Hatfield Square, the ambit of this study was the *users*; there was no scope to include rebuttal interviews/focus groups with institutions as this would have had little bearing on the feelings experienced by former users of the space or their perceptions while conducting the study. There is no outright proof (from any source consulted in this study) to directly associate the University in this decision taken on private property and the speculation will likely remain forever. It however does not change the facts; the conversion has happened and now only the implications matter.

The general assumption that the conversion of Hatfield Square was to meet accommodation demands was never challenged, prior to the redevelopment plans being revealed, as it is also an accepted fact that the area has a high demand for accommodation, particularly for students. Newspaper articles took various stances on the redevelopment with some lauding the development of modern student accommodation facilities while others, as described below, further compounded the claims that the University was in some way responsible.

The Sunday Times article by Dominic Skelton and Sipho Masombuka entitled "Student party hangouts dry up as leases aren't renewed", dated 4 December 2014, makes reference to the influence of the University of Pretoria by stating: "The University of Pretoria management is said to have complained about the clubs operating within 500 meters of the university until the early hours of the morning" (Skelton & Masombuka, 2014). They further detail how owners and operators of night clubs in Hatfield Square were not informed of reasons for leases not being renewed and that they were essentially forced, in no small part due to the university's dissatisfaction with the proximity of a social- and drinking venue so close to their main campus.

The implications of the closure of a beloved social space for university students and others alike means that the emotional impact on those involved in the space is heartfelt and a measure of blame is to be expected, and with the University of Pretoria being such a prominent feature in the Hatfield area with considerable influence and a direct relationship to the space, one thing is certain, directly or indirectly:

The University of Pretoria played a role in the conversion of Hatfield Square



3.5.4 Theoretical Construct 4: The Perception of Hatfield in general

As a major function of the Hatfield area changed, the very nature of the space physically changed, inevitable leading to a change in the perception of the space. Respondents relayed how Hatfield used



Chene WHAT!!!! No!.....the place where I damaged my liver on numerous occasions. Another landmark from the good old days seeing its a\$\$
Like · Reply · 4 · 13 August 2015 at 17:53

to be synonymous with two things; the University of Pretoria and Hatfield Square.

The latter however took centre stage in most discussions surrounding Hatfield as Hatfield Square represented such a unique social space with such fame (and even infamy for some) that there wasn't a person in Pretoria (and even sometimes elsewhere in the country) that didn't associate the area named "Hatfield" with its Square.

A respondent interviewed responded, when asked about their perception of the Hatfield area after the redevelopment, by saying that Hatfield had now become meaningless, and that since the conversion, they feel cold towards the place.

"I think now it [Hatfield's reputation] is just irrelevant"

For this reason, it is not difficult to fathom how the conversion of Hatfield Square led to an inevitable and drastic change in the perception of the Hatfield area. There was a time when no student attending the University of Pretoria would not at least know about Hatfield Square and what it was, with most interacting with the space at least a couple of times during the course of their attendance at the institution and others becoming frequenters, visiting at a daily basis. This is something which has definitely changed since the social space finally closed down in 2014. Over the course of three to four years (when this study was conducted) multiple groups of current students who enrolled at the University after the closure of the square were interviewed on the topic of the conversion of Hatfield Square as part of data gathering only to find that many of them were never in contact with the space



Kris I saw this earlier. So unfortunate for TUKS students. Lots of good memories! And lots of good memories I don't quite remember.
Like · Reply · 13 August 2015 at 21:44

(even on a secondary level) nor were they aware of the former existence of the place


or its function. This speaks volumes to the short life cycle of institutional memory associated with this space and its predominant former clientele as well as the creation of a near instant divide in generations, those who experienced Hatfield Square and those who did not.


For those familiar with the space and interviewed on their perceptions surrounding its conversion it is abundantly clear that their personal perceptions of the space are irrevocably changed, and the strong emotional connotations attached to the Hatfield area are seated in the memories of Hatfield Square and the function it fulfilled. The responses related to current perceptions of the Hatfield area are a testament to the deep emotional connotations felt to the former space with interviewees communicating their near disdain for Hatfield now versus their fond memories of the place which the Hatfield Square space was still in existence. An interview respondent mentioned how even though they still frequented the area for professional reasons, they feel saddened by the remnants and redeveloped spaces.


"Yes, there is definitely a remarkable difference in my view/perspective. For example, back then I always had a sense of excitement about the area and then a sense of nostalgia after we had moved away but while Hatfield Square was still open. But these days, when I think of Burnett Street, I just try and think of how I can avoid it at all costs. How can I go around the centre of Hatfield to get where I need to be? It has turned into a circus. The road is congested, taxi's just stop in front of you. It's very frustrating. The people around are so grumpy and bitter. It is as if nobody enjoys being there at all. And because of all the accommodation there, it is so busy that you can't easily access the area anymore."

A sentiment shared by most respondents regarding the perception of the current Hatfield area compared to the 'glory days' of Hatfield Square shows how the presence of a seemingly replicable and replaceable function can cause the image of an entire area to be forever altered, in this case quite negatively.

The perception of Hatfield has definitely deteriorated as a result of the Hatfield Square conversion

 **Samuel** basterds!!!! how dare they tare up a land mark and truely an awesome place
Like · Reply · 13 August 2015 at 20:07

 **Vanessa** Shame this is very sad! History, gone !!! This is history my son will learn one day in school about Pta , there was a square , cAlled Hatfield!
Like · Reply · 1 · 13 August 2015 at 23:19

 **Pieter** the youth have lost something valuable.. that was the place to be!
Like · Reply · 7 · 13 August 2015 at 23:53

3.6 Matching Theoretical Constructs to the Literature

As the analysis of the data were taking place, also interplaying with further interviews, some of the theoretical constructs started to emerge and some of the implications and relevance of the literature on public space could be seen. The development of the theoretical constructs as they emerged gave rise to the direction for investigation into related literature. This means that the literature needed to support or refute the findings of the study should be related to the following topics: Loss of social spaces; the changing nature and redevelopment of public space; as well as the effect a loss of sentimentally significant space has on the involved parties and/or the perceptions this created after the redevelopment/change took place. This proved to be a rather challenging topic as the literature related to these topics seems nearly non-existent, and even more so in a South African context. There seems to be very few academic sources that address issues even moderately related to these streams of thought. The literature is used in order to interpret the findings and give them validity. This means that the interpretation of the analysis conducted in this study, and the theoretical constructs which emerged, need to be considered in light of the work done by other academic authors' in the field. These academic contributions and theories of public spaces can then assist in the assessment and relevance of findings in this case study.

This interpretation at the hand of existing literature also then essentially forms the predominant portion of the "literature review", which in this study does not take the classic form of informing the study prior to data gathering and analysis. It was then possible to compare some of the established theories of this study with those formulated in the literature and draw meaningful conclusions therefrom in explaining the role of this case study in the context of that literature.

The literature on the topics mentioned above seemed either to be at a much larger, more abstract scale, such as the work of Tridib Banerjee on the future of public space (cf. Banerjee, 2001); dealt with the oversight or management of spaces, exemplified by an article by Elisabeth Peyroux on City Improvement Districts (CIDs) and the implications on private-led urban regeneration (cf. Peyroux, 2006) as well as articles related to gentrification and urban renewal initiatives (cf. Visser & Kotze, 2008); along with some books, notably **WHOSE PUBLIC SPACE?: INTERNATIONAL CASE STUDIES IN URBAN DESIGN AND DEVELOPMENT** (2013) edited by Ali Madanipour, an influential academic in the

field of urban design and city planning. Some literature on the privatisation of public space (with subsequent reference to the implications of *privately owned* public space) is useful with notable authors such as Karina Landman writing multiple works on various forms of privatised public space (cf. Landman, 2002, 2004, 2006; Lemanski, Landman, & Durlington, 2008). The role of emotional geographies also became helpful in understanding the socio-spatial implications that occur with redevelopment due to the connotations between emotions, taking heed from works by Davidson, Smith and Bondi (2012); Hubbard (2012); and Wright (2012). Much of the literature related to these topics however is also more than a decade old, showing a shortage of contemporary research being conducted into these fields (especially anything directly related to the socio-spatial impact of redevelopment).

The work of these, and other, authors is unpacked and discussed more fully in the following chapter in order to facilitate the discussion of the findings discussed from this chapter. This discussion will also facilitate the drawing of conclusions from the study and the eventual discussion of the grounded theory that stemmed from this study.

3.7 Summary and Conclusion

From the discussion of the various findings in this chapter through the specific sampling that took place during the course of this study, the writing of memos and development of categories to the theoretical saturation of data achieved, leading to the emergence of the four key theoretical constructs, this chapter was able to unpack some of the tangible outcomes of the study. These examples and the processes that allowed them to emerge show a clear path of the Grounded Theory process which allowed theory development to take place successfully.

The discussion of these findings follows in the next chapter where the existing literature on related topics, as mentioned above, will be integrated in order to allow for the interpretation of these findings. This will also allow for a comparison to be drawn to any existing theories relating to the redevelopment and change of urban public spaces and the implications of these changes on the parties involved in these spaces.

The findings discussed in this chapter reveal an unseen social synergy that existed in the presence of Hatfield Square and how the conversion of this space created a vacuum of meaning for those involved and familiar with the space. A deep sense of sentimentality, nostalgia and strong emotions went along with all of the data gathered through interviews and other secondary sources and the stories which emerged made for a truly engaging data gathering and analysis phase in this study. The meaning attached to the space, the impact it had on the local live music industry, the associated role of the University of Pretoria with relation to the conversion of this prominent social space and the subsequent shift of perception about the Hatfield neighbourhood itself is already a testament to the true importance of a space such as Hatfield Square and by the redevelopment of the space a whole spectrum of intangible social phenomena disappeared.

4 Discussion

4.1 Introduction

The findings of the study give a clear indication of the concepts that are foremost in the minds of former users of Hatfield Square and have given rise to strong theoretical constructs which can be interpreted at the hand of existing literature on related topics. The constructs are discussed in subsequent sections of this chapter in order to shape the indicative theory; the product of this study. Literature on the reasons changes take place within urban public space settings is considered along with elements of emotional geography and the meaning of physical spaces to users, as well as looking at the changing nature of public space and the implications thereof. The limited amount of literature on topics related to, especially, the *implications* and *impact* of the changing of public spaces (as mentioned previously), acts to rein in the free-flowing development of the indicative grounded theory. There is insufficient academic literature to provide an appropriate outside perspective to the study and offer reinforcement for the interpretations made in the study. This lack of abundance in the literature also limits the ability for the indicative theory developed in this study to be tested against established theories on related topics. The quality of the data and the process followed thus act as the primary pillars to support the indicative theory that developed. This however does afford the developed indicative theory the opportunity to remain as untarnished and true to the data as possible, without the bias and/or preconceptions that could shape theory development, thereby ensuring alignment with the classic Grounded Theory approach.

The developed indicative theory is discussed by the meaning and understanding of events as gathered and interpreted from the data and how this relates to the importance of the space, not only spatially, but also socially and emotionally. The implications for the surrounding area are also discussed in how the conversion of such an intricate and prominent space affected the area as well as in the broader city context. The case study also presents a unique relevance for urban planning practices in South Africa and potentially other places in the world as the emotional connotations and immeasurable synergy created within social spaces is present in all societies and within all cultures.

The chapter draws on the process followed in conducting this case study by using the Grounded Theory methodology and also presents a reflection on the journey of discovery that took place during the course of the study. The cathartic reflection on a long-running study process leads quite aptly into the final chapter which concludes the research study and offers some recommendations for future research focussed on related topics and processes.

4.2 Matching Literature to the developing Theory

By only focussing on literature related to the study at this point in the process, the chosen approach is honoured, and the developing theory is allowed to emerge naturally without the introduction of preconceptions. This is a vital element of a classic Grounded Theory approach and ensures the pure emergence of an indicative theory. The literature discussed in this section relates to the theoretical constructs which emerged from the data (cf. Section 3.5) and the subsequent evolution of the indicative theory which follows. Literature on the spatial changes of urban public space, the reasons for change in public spaces, the associated meaning of these spaces and place-making theory is consulted in order to find a measure of correspondence between the findings of this study and other studies and research conducted in this – and related – fields.

4.2.1 Literature on spatial change in urban public space

The change of public spaces, just as that of cities in general, is an inevitable part of the cycles experienced by any system. Bala Garba expresses this succinctly in saying; “cities and societies, as historical creations, are participants in a dynamic process of change and transformation that is reflected in public space as the context for community life” (2010, p. 87). Change is not inherently good or bad, it simply depends on the extent to which an individual, group or society is affected as well as their prerogative in the matter. Just as the change in cities and countries lead to changes in the spaces of which they are comprised, the change in cities can be seen as a product of the changes taking place in places and spaces as well as the people associated with them. They are all parts of a dynamic, interconnected and interdependent system.

Within Built Environment research spatial changes have been studied acutely from a variety of perspectives and within the ambit of various disciplines. Changes in Public Space are related a multitude of themes including (but not limited to) Urban Design, Architecture, environmental behaviour, socio-spatial justice, etc; and the importance of these disciplines in relation to this study should not be overlooked. Studies focussed on physical form, social interaction within space, various forms of geography, ownership of space, gentrification (as related to Public Space) and political imperatives are equally common and wide-spread. Literature is however in short supply when related to the unquantifiable synergy that exists between spaces and the people that use them. For this reason, it is imperative in this study to look at research in related fields and focusses in order to make

inferences into possible links which could be used as substantiation of the findings in this study. Spatial changes in urban public spaces have strong ties to this study and some research presented here offer some clues as to the implications of these changes and possible reasons/motivations for these changes.

A key area of research related to the changes in urban public spaces relates to the ownership and management of these spaces. Many notable authors and scholars have done research into the nature of changes within our urban environments with specific focus on role-players involved. Ali Madanipour, a highly influential and well-regarded scholar in the fields of Urban Design and Planning, has done extensive work on the changing urban landscape and focusses regularly of the impact these changes may have. Some of the seminal works Madanipour is responsible for include: **DESIGN OF URBAN SPACE: AN INQUIRY INTO A SOCIO-SPATIAL PROCESS (1996); PUBLIC AND PRIVATE SPACES OF THE CITY (2003); DESIGNING THE CITY OF REASON: FOUNDATIONS AND FRAMEWORKS (2007); AND, WHOSE PUBLIC SPACE?: INTERNATIONAL CASE STUDIES IN URBAN DESIGN AND DEVELOPMENT (2010)**. As natural change cycles occur in cities and their spaces, some places prosper while others decline, and it is an ever-prominent role of urban scholars and practitioners to understand and attempt to influence the (particularly negative) changes and deterioration of spaces and places. Urban regeneration is one such key agenda for the built environment. Madanipour also relates this drive for regeneration to some changes and implications of these changes:

"...urban development and regeneration represent both a challenge and an opportunity. They change the character of an area, threatening the historic and cultural value of some spaces and activities, so that they are reduced to merely an aesthetic and symbolic presence under the new conditions."

(Madanipour, 2010, p. 19)

The statement by Madanipour above also relates to the value of certain spaces and how the changes to these spaces can affect that value. This is a cornerstone of the findings in this study as the changes that took place in Hatfield Square have drastically impacted on the value of the space, in very different ways for the different stakeholders. The intrinsic value of Hatfield Square for the former users of the space has forever and unalterably been lost while the owners of the space who have redeveloped and repurposed the space have aimed at achieving greater economic potential and return, aligned with their interests. This, from the research, seems to have come at the ostensibly unconsidered cost to the former community which was physically and emotionally entrenched in the space. This is

another product of ownership and management as this space is (and was) privately owned, even though it took on the characteristics and performed the functions of a *public* space. Much research has also been done on the privatisation of public space in various forms, from the conversion of neighbourhoods (containing public streets and open spaces) into gated communities (cf. (Atkinson & Blandy, 2005; Atkinson & Flint, 2004; Bagaeen & Uduku, 2015; Burke, 2001; Jürgens & Gnad, 2002; Landman, 2002, 2004; Lemanski, 2004; Lemanski et al., 2008; Madanipour, 2010; Nel & Landman, 2015) with a lot of that work also focussed in South Africa, the prevalence of shopping malls seemingly taking over much of the role of traditional public space (cf. (Abaza, 2001; Banerjee, 2001; Gehl, 1987; Houssay-Holzschuch & Teppo, 2009; Kohn, 2004; Landman, 2006; Madanipour, 2010; Mitchell, 1995; Voyce, 2006) and the role of private ownership and management of public spaces on the use of those spaces (cf. Button, 2003; Doherty et al., 2002; Peyroux, 2006; Von Hirsch & Shearing, 2000). Elisabeth Peyroux makes numerous references to the role of private stakeholders who regulate or own public spaces and also makes the argument that this control over public space “raises a certain number of controversial issues that have a particular resonance in the context of South Africa” (Peyroux, 2006, p. 12). These issues are related to the restriction of access to those deemed undesirable/inappropriate to use these spaces; something which smacks of apartheid policies of exclusion and could thus cause discomfort and controversy in a country with a sensitive history like South Africa. There is a relation as well to a lot of Neo-Marxist literature which deals with issues surrounding the socio-spatial stigmatisation and spatial “governance” which occurs in spaces, but this cannot be fully explored here¹⁹.

Mention should be made however of the (essential) “gentrification” which occurs as a result of, either, the privatisation of public space or the upgrading/redevelopment of these public spaces. This can be strongly related to the events surrounding the conversion of Hatfield Square where the users of the place became displaced as a result of the redevelopment, essentially being evicted. Low and Smith (2006, p. 11) warn of the possibilities for this kind of gentrification and the threat of the “end of public space” by privatisation of spaces. The question of the replacement of users of public spaces in urban areas is raised by Degen (1999) when discussing the gentrification of areas of a city. The example of Hatfield Square can be closely related in this regard as well due to the nature of the redevelopment of the space with seeming disregard for the former users of the space, and therefore further supports the linkages with changes in public space.

¹⁹ There is a good summary of some of the key literature related to this in an article entitled “Local metropolitan government responses to homelessness in South Africa” by Du Toit (2010, pp. 113–114)

Often, with the association of the private sector in a capitalist society the role of profit and monetary return acts as a strong influencer in decision making and exerted influence. This directly affects the users of these spaces and the communities that surround them and yet those key role-players seem to have very little influence on decision making. Public spaces which are privately owned, like Hatfield Square, are no exception, as Peyroux aptly puts it: "...the ability to define and control public places along with profit-oriented decision-making has become the critical process through which the balance of power between public and corporate interests is being played" (Peyroux, 2006, p. 13). The needs and desires of private owners of space will always outweigh the needs of those non-owners who utilise the space. This is a global phenomenon, as can be seen in the literature from a wide variety of countries at varying levels of development described above, and conflict of interest arises inevitably with regards to so called "semi-public" or "quasi-public" spaces. Akkar Ercan supports this in the article **LESS PUBLIC THAN BEFORE?: PUBLIC SPACE IMPROVEMENTS IN NEWCASTLE CITY CENTRE** when discussing the interests of private owners over those of the public involved:

"Despite the resurgence of broad interest in public spaces of post-industrial cities, recent studies in urban planning and design frequently suggest a diminishing 'publicness' of these public spaces. Pointing out the threat of privatisation policies that generated public places undermining the needs of local communities for the sake of private interest, and increased control over access and use of public spaces, which ultimately enhances gentrification, social stratification and fragmentation, all these studies raise the question of the extent to which they are truly 'public'."

(Akkar Ercan, 2010, p. 22)

From the literature it seems clear that competing interests for the rights to space within a city dominate the agenda when it comes to the changes and development of public space. Ownership of land and control over a limited availability of space in prime locations within a city equates to simple economics. Limited public finances and external pressures also lead to the exacerbated tensions experienced by public spaces and also act as a contributor and possible reason for the change of public space. These reasons are thus also further discussed in the following section.

4.2.2 Literature on Reasons for Changing Public Spaces

"In the city of strangers, the meaning of public space becomes less personal, more transient, and at best merely functional or symbolic."

(Madanipour, 2010, p. 5)

The opening quotation by Madanipour starts to give us an inkling of the motivations for and effects of changing public spaces in our modern society. The importance of public spaces in our current, technologically dominated and fast-paced world has become, for the most part, a side-line attraction or a functional and utilitarian necessity, without the need to also be an interaction space. The vast majority of history in urban societies has seen predominant public spaces play a central role in politics, economy, social interaction and cultural practices, in part because they were consisted of a relatively homogeneous population as well as being somewhat limited in size (Madanipour, 2010, pp. 5–6). After the enormous surge of urbanisation in the more recent past, the heterogeneity and sheer size of urban settlements (cities) has led to urban populations not being able to rely on close proximities and standardised encounters to appease the diversity of complex activities required for such a population, and thus, modern society has led to the creation of a city of strangers.

Madanipour further argues that “the quality of public space becomes an essential support mechanism for the flexible working practices of the [post-industrial] service-economy and the consumption-driven basis on which this economy relies” (2010, p. 7). Public space has become a commodity for land owners, developers, public sector role-players and politicians to trade with, often without regard for the implications to the community (Giroux, 2007, p. 214). Peyroux reasserts this notion when she says, the “interests of owners, tenants and users are not identical, and property owners and businessmen who detain vote powers might not be from the community themselves”(2006, p. 13). The statement also introduces the notion of external influences impacting on a part of the system of which they are not an integral part. This can once again be related to the case at hand as the community of users of the Hatfield Square space consisted of a specific population grouping of which the ownership likely was not a part. Even though they may not play an active role in the day to day activities occurring in the space, their influence and ownership ultimately translates into control of the space and decision made about its composition and function.

Peyroux’s main field of research is also related to the influence and impact of Business Improvement Districts (BIDs) and City Improvement Districts (CIDs), something also forming a part of the case study area. The Hatfield area also has a CID which is comprised of role-players from businesses and owners in the area establishing their own additional services to supplement those provided by local government. These services include security, cleaning and management within the public spaces surrounding the Hatfield core. “The Hatfield CID is a non-profit organisation that is funded by 26

property owners within the area. The highest level of corporate governance is exercised ensuring that stakeholders have comfort that funds are appropriately used within the operation" ('About Us - Hatfield CID', n.d.). From the description of activities and functions available on the Hatfield CID website, the theme of "corporate governance" is also strongly emphasised, further highlighting the control exercised by such an organisation and the subsequent promotion of their specific interests in so far as to promote the desired environment they wish to maintain. Peyroux further raises and emphasises the important point:

"But one of the key neglected issues revolves around how and to what extent the question of the possibility of a public interest is being challenged by these new organisations [CIDs] in particular through promoting corporate interests to the detriment of addressing social issues."

(Peyroux, 2006, pp. 13–14)

For all the supposed good these CIDs and BIDs (as well as other forms of private control) do, the impact on the function and nature of naturally established and grown sub-cultures is seldom considered. The further motivations for public entities such as local governments to submit to this seemingly counter-intuitive form of public space management stems from a leveraged position where they seldom have the appropriate resources to manage and maintain the public environment to the satisfaction of the inhabitants and owners of an area and therefore have little choice in allowing them to manage themselves. This is then further leveraged by an increase in tax revenue gained by the increase in property values which often comes with the more effective management and further investment in an area (Spiropoulos & Fraser, 2003 as cited in Peyroux, 2006, p. 11).

"Private-led urban regeneration has been promoted in many cities worldwide in a context of growing scarcity of public funds, increasing devolution of responsibilities and functions to the local level and rising public private partnerships in Local Economic Development (LED). Business Improvement Districts (BIDs) or City Improvement Districts (CIDs) in particular have developed as an international model for revitalising commercial areas in declining downtown as well as in higher to lower-income neighbourhoods in both southern and northern cities."

(Peyroux, 2006, p. 9)

The quotation above joins together the sentiments and position expressed by Madanipour above by relating the regeneration of urban environments to the motivations for local governments to endorse the private management and Public-Private Partnerships (PPPs) which often have the ability to address the needs of a declining urban environment. The frequent success of these enterprises in

turning around the deterioration which occurs in these urban environments also solidifies the need and importance of these kinds of initiatives in maintaining a thriving city. That is to say, even though it may seem that the faults of these institutions have been highlighted more strongly here than the overall benefits which they bring, the aim was simply to highlight the lack of consideration for the interests of a certain group, in this case, the former users of Hatfield Square. The overall benefit may well outweigh the cost in such an instance, but for the subjectively affected party that is of little comfort. The unique qualities possessed by Hatfield Square cannot truly be quantified or valued and thus they would never be able to be accurately considered, leading to an immeasurable loss for some of something which may be inconsequential to others. This is once again succinctly summarised by Madanipour when he says; “the association of public space creation and high-value consumption inevitably leads to gentrification in which one group of people and activities is replaced by another” (2010, p. 7)

The meaning of a space, particularly one as unique as Hatfield Square, plays an equally pivotal part in the motivation and consideration which should be paid when considering actions that have an effect on them. For this reason, the elements of emotional geography and meaning are further discussed below.

4.2.3 Literature on Emotional Geography and the Meaning of Spaces

“...development invokes, provokes and produces emotions”

(Wright, 2012, p. 1114)

Sarah Wright proposes that the process of development and emotions evoked and associated by it are inextricably linked, contrary to the common perception which assumes that development is a rational action and therefore devoid of emotion. Wright further expands upon the above quotation by expressing that “in development, we find emotions both in its proponents and opponents, in those that receive development aid, those called upon to donate, those doing development and those impacted upon by it” (Wright, 2012, p. 1114). This association is becoming more common and the field of emotional geography is starting to offer some measure of the value for the meanings and

emotions people link to spaces and places as well as contributing to how people make sense of the world around them (Davidson et al., 2012; Wright, 2012).

Emotional Geographies are closely linked to the meaning people create for themselves based on their lived experiences and associations. Most often this meaning is also linked to a specific geography, or “place”. Madanipour once again unpacks the meaning of places by explaining the distinction between *space* and *place*:

"The change in the nature of urban space can be traced in the relationship between 'space' and 'place' in the literature, whereby space is considered to be more abstract and impersonal, while place is interpreted as having meaning and value."

(Madanipour, 2010, p. 6)

This distinction is truly pivotal in the discussion of emotional connection to *places* as this is where the investment of personal emotions is linked geographically, and ties are created which can only be measured by the one who created them. This is of concern in modern cities however as Madanipour points out, that a key criticism of modern development processes is a transition away from focussing on place making and rather simply allowing for space creation to occur, and thus, the loss of meaning and the associations of individuals and groups (Madanipour, 2010, p. 6). Madanipour's point ties in with the arguments made by Wright in that the aim of modern[ist] society is to create spaces in a rational and emotionless manner (Madanipour, 2010; Wright, 2012). The relational nature of emotions cannot be ignored however and the empowering effect it could have on those without political and/or influential power to shape decision making. This is seen all too often with spaces which may have been created as “rational” and “emotionless” spaces, but the people who live these spaces inevitably form an attachment to them, allocating their own meanings (positive or negative) to the space and thus the space is certainly no longer “emotionless” and often ceases to be as “rational” as intended. A specific example of this can be seen with the (now infamous) Schubart Park housing development in the CBD of Pretoria and the associated emotions felt by residents and the community surrounding the development. This example has also been the focus of some research (cf. (Du Toit, 2009) and these emotions can clearly be seen when considering discussion forums such as the Schubart Park Facebook page (example shown below in **Figure 12**).

Figure 12: Comments by former Schubart Park resident

Source: My Schubart Park Facebook page (<https://www.facebook.com/MySchubartPark/?fref=nf>)

Carmona, de Magalhães and Hammond also relate the emotional connection to a place through the expression that “a successful place, like a novel or a movie, engages us actively in an emotional experience” (2008, p. 55). Later in the same book they once again utilise the example of Times Square in New York to emphasise the point that through the symbolism and history that a place holds it creates a sense of emotional attachment between users and that geographic entity (Carmona et al., 2008, p. 162). To a lesser degree in this case, Hatfield Square has also created a strong emotional attachment for former users and the associations they have made with the place and the activities which took place there. The memories created and the symbolic events that took place there translate into an anchor for those invested in the place.

The making of places and spaces is an important consideration when discussing changes that occur in (and to) them. A wide variety of literature exists on the making of places and what constitutes them, from the abstract to the tangible. In the context of this study, the seemingly more important characteristics of place become the combination of space, time and activity. As mentioned above, the differentiation between space and place form a valuable distinction in the associated meaning. Place-making is thus an important part in understanding why the conversion of Hatfield Square should be considered an influential occurrence. Foucault is considered influential in the abstract understanding of places and how they relate to space and time and posits that “we live inside a set of relations that delineates sites which are irreducible to one another and absolutely not superimposable on one

another” (Foucault & Miskowiec, 1986, p. 23). This emphasises the importance of relationships between space, time and experience to form a unique and remarkable place and become a core component of human existence (Buttimer & Seamon, 1980; Casey, 1996).

Bala Garba (2010, pp. 87–88) has summarised some primary dimensions in which public spaces could be seen and these are summarised in **Table 4** below. The highlighted cells indicate the most prevalent dimensions when discussing the Hatfield Square case study as there are strong elements of symbolism and social connotations with the place.

Table 4: Dimensions of Public Space

Material Dimension	“The material dimension of public space deals with its physical aspects. As material space, public space is recognized as having properties that define its form, including its functional typology its morphological organization at the two- and three-dimensional level, its enclosure pattern and its structural organization in a public space web It is also constituted at different spatial scales ranging from individual public places to the public space of a whole city.”
Social Dimension	“The social dimension of public space deals with people and their activities in creating, using and managing public space. It is viewed from this perspective as the material setting for non-familial social life. It embodies freedom of access for the public and provides the setting for social activities, social interactions and the production and reproduction of society in a social and cultural setting.”
Symbolic Dimension	“The symbolic dimension of public space focuses on the meanings, connections, behaviours and attitudes that people develop through participation in the social life of communities in public places.”
Cultural Dimension	“The cultural dimension of space focuses on group properties and the systems of power relations in society and how these shape the built environment and everyday social life. Public spaces are acknowledged to be situated within broader cultural settings, with cultural orders and their embedded structures expressed in political, social, economic and symbolic terms, and providing a means of seeking explanations about patterns observed in space.”
Historical Dimension	“The historical dimension of public space focuses on the fact that space and societies are in a process of dynamic historical change. As historic entities, both societies and cities accumulate forms from the past that influence present and future forms and practices.”

Compiled from text (Bala Garba, 2010, pp. 87–88)

From the table above, there are clear distinctions between various dimensions which are used to describe and discuss public spaces and their relationships. These dimensions also frequently appear in other prominent authors' work when addressing public space discussions (cf. (Carmona et al., 2008; Madanipour, 2010) and are valuable for the discussion of this case study as well. As described by Bala Garba, the symbolic dimension holds a very strong relationship to Hatfield Square in the meaning which former users have created as well as their participation in the social life of the space. The symbolism was a strong outcome of the data gathering phase of the research as discussions around Hatfield Square by former users revolved mainly around their personal meanings, memories and associations with the place. The second dimension directly associated with Hatfield Square is related to the social interactions which took place in the space. This is the dimension which deals with the so called "no-familial" social interaction by public participants in the space and which allowed for activities and events to take place there. The two dimensions are inextricably linked through the nature of Hatfield Square, as revealed by the data and the subsequent theoretical constructs which developed. From these dimensions it is also beneficial in establishing the indicative theory which is discussed in the following section by providing some theoretical backing to the data and experiences as described by users and which emerged from the data.

Madanipour argues that the growth of cities has lead in some way to public spaces becoming "more impersonal, losing many of their layers of significance" (2010, p. 5) and this may well be the case with Hatfield Square as the outcomes of this study seem to show. Hatfield Square seems to have the qualities of a *place*, but through the conversion and change in nature it has been transformed into a mere space.

4.3 An Indicative Grounded Theory through the Case Study of Hatfield Square

As the final product of a Grounded Theory study, the outcome is a simple (indicative) *theory* which seeks to propose an explanation for the series of events studied. This theory is thus the ultimate goal of such a study. Strauss and Corbin define the concept of a *theory* within the context of Grounded Theory:

Theory:

"A set of well-developed concepts related through statements of relationship, which together constitute an integrated framework that can be used to explain or predict phenomena."

(Strauss & Corbin, 1998, p. 15)

During the process of conducting this research study a magnitude of different concepts and categories emerged from the data. The refinement of these various concepts into a single core category and the subsequent primary theoretical constructs discovered shaped the framework which constitutes the indicative theory. This indicative theory, as illustrated below, thus has the ability to offer an explanation for the lived experiences of former users of Hatfield Square as conveyed during this study. The central theme (and ultimate core category) of *Loss* ties all the constructs together; from the meaning which users attach to Hatfield Square as a place; the evident impact on the live music industry which emerged; the role and associated responsibility allotted to the University of Pretoria as a result of their (in)actions during the process of converting Hatfield Square; and finally, the apparent change in perception of the Hatfield area as a whole resultant from the conversion of this prominent social space.

The depth and breadth of this study remains limited (to an extent) as the focus was on a very specific (and rather unique) case, confining data gathering to a particular segment of the stakeholders involved and gaining an understanding of an individual perspective in order to tell the story and relate the experience of those not often heard in a case such as this. For this reason, the ultimate goal of this Grounded Theory research study is not the discovery of an all-encompassing, universally applicable theory, but rather a simpler *indicative* theory which seeks to explain and express the discoveries made from this confined study while also placing an emphasis on the methods used and their importance in the process of conducting this research.

In order to determine the theoretical strength of the indicative theory which is being developed it is necessary to look at the various aspects and parts that make up a social theory. Neuman provides an extensive discussion on the various parts and aspects that constitute a social theory in his book **SOCIAL RESEARCH METHODS: QUALITATIVE AND QUANTITATIVE METHODS** (2013). There are four key parts of a social theory that address five main aspects and together form a reliable theory that provides an explanation of a social phenomenon. The parts of a social theory are: assumptions, concepts, relationships and units of analysis.

According to Neuman (2013, pp. 68–69) the “social world comprises many units, such as individual people, groups, organizations, movements, institutions, countries, and so forth. Researchers tailor

theoretical concepts to apply to one or more of these **units of analysis.**” This study revolves around a *group* of people; former users of Hatfield Square. There are then also some basic background assumptions which can be made about the group, namely: they are (relatively) *young* people; they have an *interest* or level of investment in Hatfield Square; and, they *know* the place. As detailed in the findings and earlier discussions in this chapter, there are some key concepts which relate to the group and the space. These concepts can be rather complex as they deal with the distinction between space and place, a sense of identity (and/or community) and the notion of emotional geography (of loss serves as an empirical example from the findings of this study). From these parts, which make up the majority of the framework of an indicative theory, various strong relationships have been identified. The proposition is made that there exist essential linkages between these interconnected concepts and how they relate the group to Hatfield Square.

Once the key parts of the social theory have been identified it is important to consider the aspects that constitute a reliable (indicative) theory. **Table 5** below provides a summary of the aspects as discussed by Neuman and adds a column indicating the position this study took in establishing the indicative theory.

Table 5: Aspects of Social Theory

Neuman’s Five Aspects	Variables	Hatfield Square Case Study
Direction of Theorising	Deductive or Inductive	Inductive direction
Level of analysis	Micro-, Meso-, or Macro-level	Meso-level analysis
Focus of theory	Substantive or Formal	Substantive focus
Forms of explanation	Causal, structural, or interpretive	Interpretive Explanation
Range of theorising	Empirical generalisation, middle-range theory, or theoretical framework	Theoretical Framework

Source: adapted from text (Neuman, 2013, pp. 69–88)

As also previously mentioned, this study takes an inductive direction in establishing theoretical development and an associated substantive focus. This substantive focus is described by Neuman (2013, p. 72) as being customised to a specific content/topic area such as the relationship between the users and Hatfield Square. As this study relates to a group (or community) the level of analysis

Explanation Box:

Micro-level theory Social theory focusing on the micro level of social life that occurs over short durations (e.g., face-to-face interactions and encounters among individuals or small groups).

Macro-level theory Social theory focusing on the macro level of social life (e.g., social institutions, major sectors of society, entire societies, or world regions) and processes that occur over long durations (many years, multiple decades, or a century or longer).

Meso-level theory Social theory focusing on the relations, processes, and structures at a midlevel of social life (e.g., organizations, movements, and communities) and events operating over moderate durations (many months, several years, or a decade)."

(Neuman, 2013, p. 71)

is defined as being at meso-level, somewhere between macro-level and micro-level, as illustrated in the Explanation Box below.

The range of the indicative theory is as a Theoretical Framework, as it is a general theoretical system that shows the relationships that exist between the assumptions, concepts and a social theory (Neuman, 2013, p. 85). The theory aims to explain why the implications of the conversion of Hatfield Square had such an impact and how the relationships work within a framework of the socially constructed meaning

that the space possesses. This is defined by Neuman as an interpretive explanation (as dictated by an interpretive paradigm): "The purpose of interpretive explanation is to foster (empathic) understanding. It does so by placing what we wish to explain (e.g., a social relationship, event, cultural practice) within a specific social context and setting that have a meaning system" (2013, p. 84).

The relationships that exist among the various concepts are interwoven in a web of cross-cutting meanings, independently lived but shared experiences and emotions that transcend the confinement of categorisation. The following sub-sections will unpack the findings and constructs through a discussion about the relationships between them to ultimately conclude the indicative theory discovered. The author's own understanding of events and the associated meanings are discussed as the chapter is concluded.

4.3.1 Relational links between Theoretical Constructs

4.3.1.1 Relationships with the Meaning of Hatfield Square

University Events: Strong links exist between the meaning associated with Hatfield Square and the impact on the live music industry. The meaning for former users of Hatfield Square is often directly linked to the live music events that often took place there; and the subsequent lack of live music events in the whole of Pretoria (especially of the same character) since the conversion of the space.

Hatfield as a Student Village: The meaning of Hatfield Square from the view of a student attending the University of Pretoria has also clearly been altered, corroded or even precluded, as was made abundantly clear from the interviews and interpretations gathered during this study. The sense that Hatfield in general had the character of a student village has all but disappeared due to the shortage of social activity now associated with the area.

Rite of passage: Hatfield Square used to be a fundamental part of university life at the University of Pretoria with the attendance of the place often acting as a rite of passage for new students. University residences even had established social codes of conduct prohibiting first-year students from socialising in the space as a means of creating a demand by depriving them of this quintessential experience and then by their second year, they were finally allowed to go and truly join the social community.

4.3.1.2 Relationships with the Impact on the live Music Industry

Social Events at Hatfield Square: Links between the change in the music industry and the role of the University of Pretoria exist in the form of direct suggestions and accusations from interviewed respondents that the changes brought about by the university through the cancellation of most of their own social events (which consistently had a large live music component, including strong ties to Hatfield Square) and their influence from the side of their Residences (generally located directly adjacent to Hatfield Square), were further expanded and cascaded becoming an associated primary contributor to the eventual *closure* of Hatfield Square and those functions it performed. With no more official university social events (at previous scales) and the conversion of Hatfield Square, the attraction, promotion and prevalence of the live music industry has become non-existent in the area.

Opportunities for live music: Due to the nature of Hatfield Square and the linked association with live music there were naturally occurring opportunities for young and aspiring musicians in the form of “Battle of the Bands” competitions and “Open Mic” nights at various places in and around Hatfield Square. This was compounded by the added exposure to the large events, the allure of alternate lifestyles and the opportunity of social encounters that could easily be transformed into business opportunities.

Hub of Activity: The Hatfield area acted as a prominent hub for live music in Pretoria with Hatfield Square as a focal point. The live music industry was however not merely confined to Hatfield Square and frequent events took place in the surrounding area at places located in the vicinity. The agglomeration of social activity created by Hatfield Square along with the high density of student and youth population acted as a regional attractor for complimentary businesses and activities to the area; something which has seen a marked decline since the conversion of Hatfield Square.

4.3.1.3 Relationships with the Role of the University of Pretoria

University Residences’ proximity: The residences of the University of Pretoria are, as mentioned, largely located directly adjacent to Hatfield Square which created an opportunity for the former Hatfield Square to thrive and grow into the goliath it became. The associated negative externalities such as noise, alcohol (and drug) abuse and safety concerns lead to the University of Pretoria influencing policy and enforcement to counteract them. A natural opposition seemed to emerge between the spaces and various pressures were resultant from the conflicting priorities; something which is largely attributed by the data to be a prominent factor in the eventual conversion of Hatfield Square.

Diversity of Land Uses: The role of the University of Pretoria in relation to the perceptions of Hatfield in general is associated with a decline in diversity (of spaces and uses) in the area. This is attributable to the role and responsibility of the University of Pretoria, to an extent, in terms of their residences and the protection of the student population, but to a further extent by the demands created on the Hatfield area to fulfil functions related to the university, including the provision of

student accommodation options. Developers and land owners thus remain under pressure to meet these market demands and the benefits of meeting these needs sometimes overcome the need to preserve a place such as Hatfield Square.

Employment: Links between the role and responsibility of the university and the meanings created by former users of Hatfield Square further emerged from interview respondents in the way in which employment opportunities for University of Pretoria students have been impacted due to the conversion of Hatfield Square. There is a sentiment of blame towards the University for not being accommodating and cooperatively-minded enough to preserve a place which offered tangible benefits for a large number of students, all within very close proximity to the University's main campus. Stories emerged of students who made their studying at the University of Pretoria possible by supporting themselves and contributing to their livelihoods through employment in and around Hatfield Square and subsequent to the conversion, those opportunities have all but disappeared. These are obviously not substantiated claims and the blame placed on the university seems rooted in emotion and the feeling that the university has a responsibility to protect and foster spaces that support their students and the community as a whole.

4.3.1.4 Relationships with the Perception of Hatfield in general

Hatfield=Hatfield Square: As the physical image of the Hatfield area changes with (re)developments and expansions, so also has the meaning associated with the Hatfield area itself changed. With starkly contrasted associations of the greater area compared to prior the redevelopment and conversion of Hatfield Square in particular. In some instances (for more recent users of the area) the intrinsic meaning held by former users cannot even be adequately explained to those who never experienced Hatfield Square; in many minds, the name "*Hatfield*" was equated with *Hatfield Square*.

Hatfield Square is a Landmark: The image and legibility of Hatfield is shaped by various structuring elements and landmarks, many of whom have a rich history and association entrenched in the space. Hatfield Square has long been a prominent anchor by which the Hatfield area is identified. With the recent conversion of the space, this key landmark has seemingly dissolved into the uniform backdrop of similar functions and no particular stand out features, especially compared

to its previous form. The data illustrated consistently that the meaning for most former users surrounding Hatfield in general was vastly based around the association with Hatfield Square, seconded by associations with the University of Pretoria. These views were expressly altered when compared to the new status quo, even showing some indications of contempt or harsh disapproval. There is no doubt that the disappearance of the Hatfield Square landmark is directly correlated to the deterioration of the image of Hatfield itself in the eyes of those who found meaning there.

Attraction of Users: Another contributing factor associated with the altered perception of the Hatfield area relates back to the major attraction for users due to the live music events taking place in the area. These events and shows brought thousands of people together in the area from wide spectrum of society, allowing other complimentary functions and events to be established and grown. Many of the key memories shared related to the music industry and the subsequent consumer traffic into the area, resulting in some of the biggest events in the capital city. The agglomeration discussed previously had the added advantage of giving Hatfield the reputation as the key performance space, with the crux of it being the proximity to Hatfield Square.

4.3.2 The (Indicative) Theory

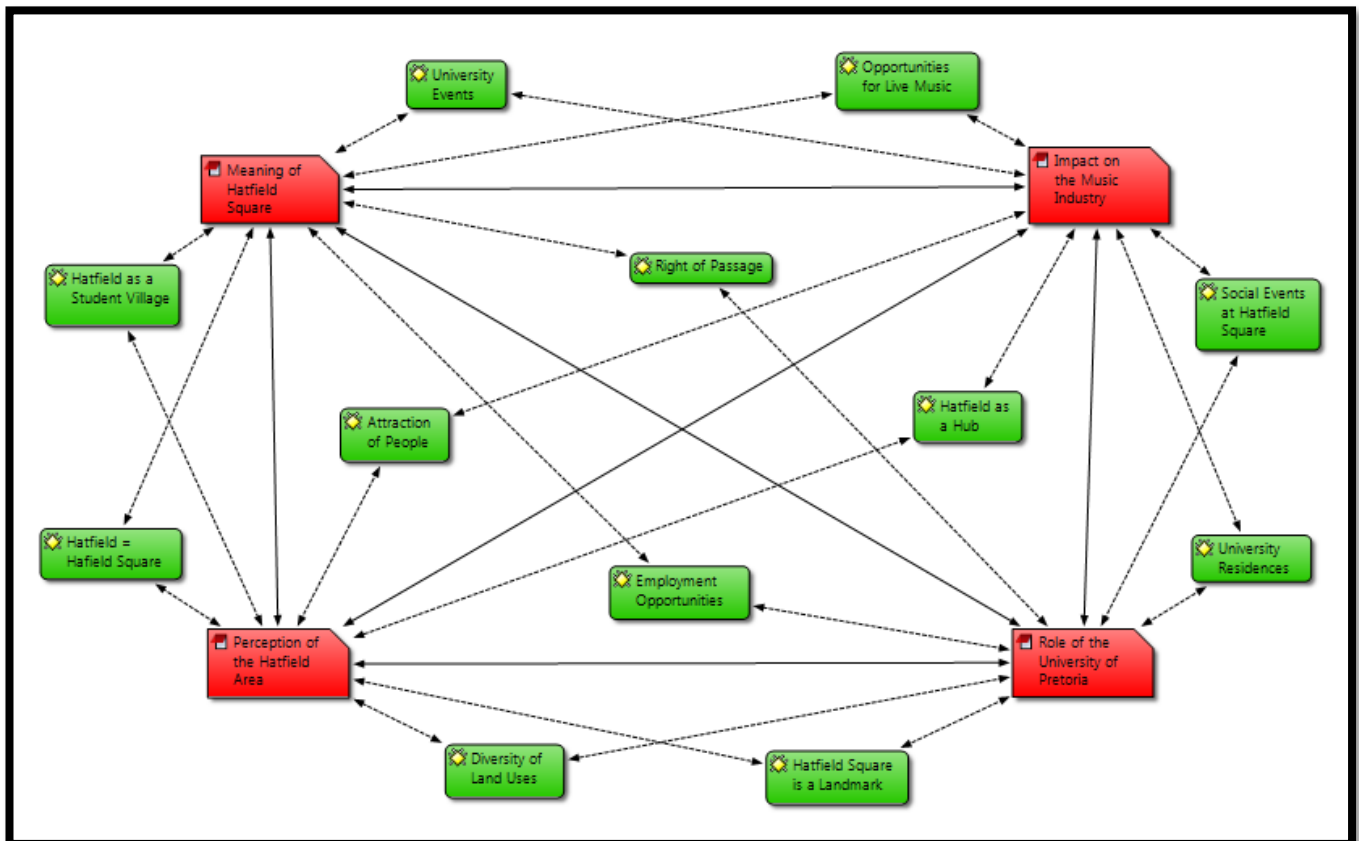
As the Grounded Theory process unfolded and the understanding of events and explanations became clearer to the author, an indicative theory started to take shape which could offer some explanation of the case study by the incorporation of the theoretical constructs which emerged. This process and outcome align with the definition of “theory” which Strauss and Corbin posit (as shown above), as the well-developed constructs are shown to have strong relational linkages and thus a solid framework exists which can explain the phenomenon studied. This section will thus culminate in the expression of the indicative theory in order to explain what happened with Hatfield Square, possible reasons for the events and the implications for public spaces and their planning in future. The section which follows will then seek to explain the how the author understands the case study at the hand of this expression of the theory.

From the relationships and linkages discussed above a well-integrated framework of concepts is formed showing the interwoven and interdependent parts of data that lead to an (indicative) theory.

Figure 13 below is a graphic illustration of these linkages, generated with Atlas.ti. The limited graphic

capabilities of the Atlas.ti software necessitated the redesign of this graphic to more clearly represent the framework which was developed, as shown in **Figure 14**, offering an improved illustration by which this case study can be explained.

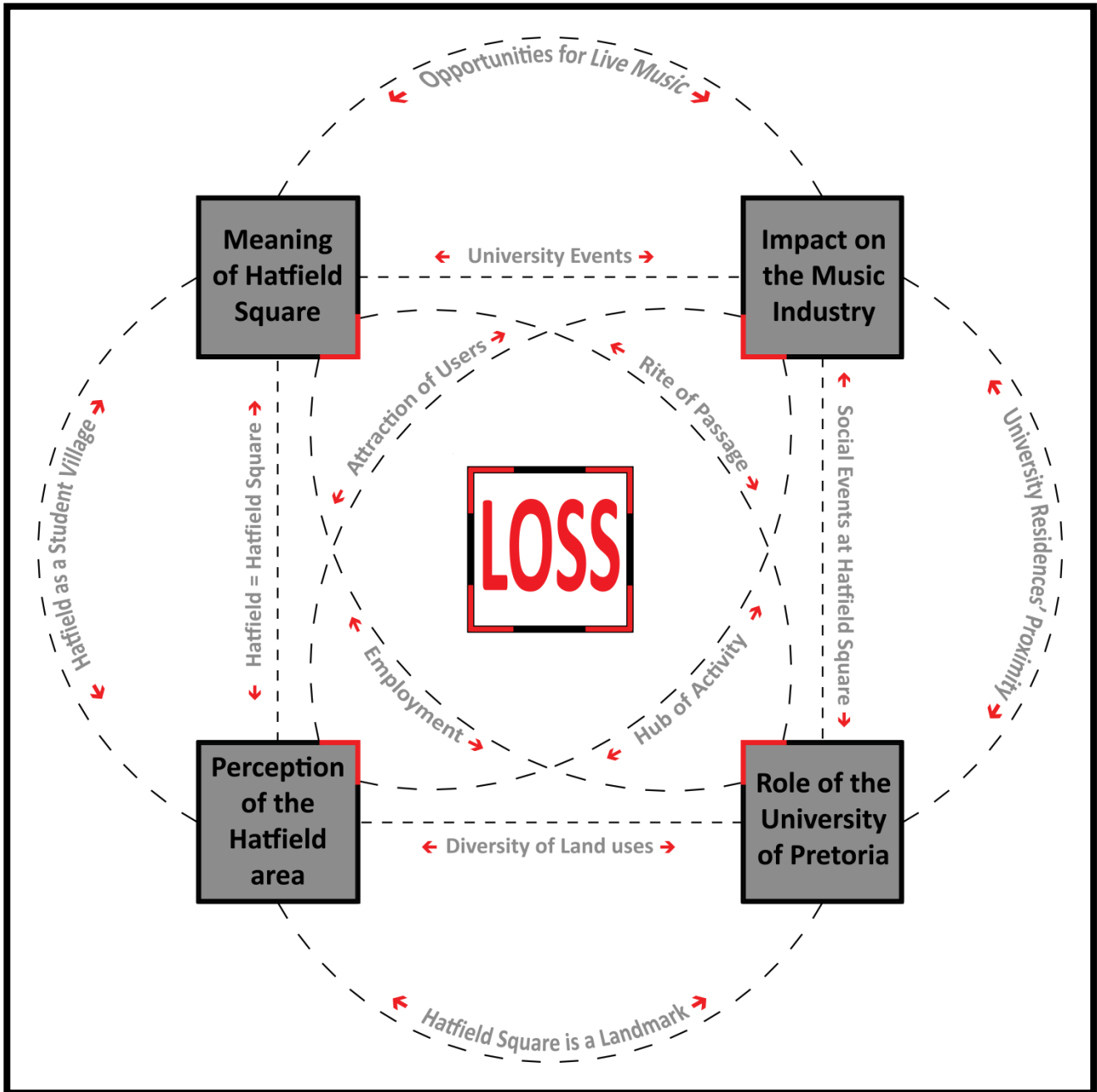
Figure 13: Atlas.ti generated framework



Source: Author (generated using Atlas.ti 7 software)

The framework figures (above and below) illustrate the integrated nature of the various concepts discussed in the preceding sub-sections and lend credence to the grounded nature of the developed indicative theory. By expressing the indicative theory as an argument by which a better understanding of the case study can be gained, the testing of that theory can be affected by relating it back to the case study and its data. In this way an attempt can be made to gain insight and understanding into the phenomenon. This can act in assisting the stakeholders (with relevant influence) to better guide processes of a similar nature in future and hopefully minimise the negative impact experienced due to a lack of clear, deeper understanding of the unquantifiable elements that make up the dynamic whole of public space.

Figure 14: Redesigned framework representation



Source: Author

The indicative theory can thus be expressed as follows: The decision to convert Hatfield Square from a social (privately owned) public space to a so-called mixed-use residential development that caters to the urgent demand for accommodation (predominantly for students) in the Hatfield area has led to the loss of meaning for this place, a detrimental impact on the music industry in Pretoria, negative perceptions towards the University of Pretoria for their perceived role and responsibility related to the space as well as an altered perception of the Hatfield area as a whole. There is a strong relationship between the existence of Hatfield Square and the group who know the place, who carry an interest

in the place and for whom the place has meaning, all of which also gave them a sense of identity and/or community. These impacts come at the hands of the losses experienced due to this conversion of space; losses that include a loss of opportunity for musicians to play in Pretoria (especially up-and-coming ones); a loss of relationship between University of Pretoria residences and the Hatfield Square space which is also considered a contributing factor to the conversion; the loss of a landmark in the area; the loss of the sense of a Student Village which Hatfield Square created for the neighbourhood; the loss of live music events which used to frequent the space; the loss of social structures and interactions which were built; a loss of land-use diversity in the area; the loss of association Hatfield had with the Square; the loss of a rite-of-passage for many university students; the loss of a hub of activity which attracted more activity; the loss of employment opportunities for many university students; and finally, the loss of attraction for users of the space as Hatfield Square was a strong magnet bringing volumes of people to the area. These implications are not all tangible or measurable but certainly play a critical role in the value of a space. For urban planning (and any other relevant field) there is a need to take more cognisance of these non-empirical values which spaces possess, and the economic potential of a space should not always be the biggest determinant in decision-making, less human(e) elements become lost. Money should never be more important than people.

4.3.3 Understanding of the Case Study

In order to understand the case study, it is necessary to compare the developed indicative theory to the constructs which emerged from the data and the linkages and relationships between them. This testing of the theory against the data acts to offer further explanation of the events which took place as relayed by the respondents and other data sources. The theory expressed is grounded in the data, while also later being supported through the work of other scholars and academics who have done work in the area.

By using the indicative theory which developed to look backwards at the journey of conducting this study and the data gathered one can start to see explanations for the phenomenon that occurred. The emotional responses, vehement opinions and clear sense of hurt expressed during the course of this study are all explained by loss; loss of meaning associated with Hatfield Square; loss of prominence for the music industry in the area; loss of respect for the role of the University of Pretoria; loss of predominantly positive perceptions held of the Hatfield area as a whole; and, a loss in all the relational linkages that exist between these constructs.

The ultimate loss of Hatfield Square follows a trend identified in the literature of public places changing to spaces and in so doing, losing their identity, their meaning and their prominence. Even though the Hatfield Square space still exists in its new form (and maintained name if nothing else), the memories and synergy which existed there are lost forever.

4.4 Conclusion

The discussion of the findings of this study reflect the culmination of the processes used which were aimed at gaining a better understanding of the phenomenon that occurred and continues to evolve as the area does. By engaging with the refined information distilled from the data it was possible to conclude and establish an indicative theory which offers explanations for the events under study. By gaining a deeper understanding of the case study it will allow for the enactment of better practices concerning public space development and the implications thereof. This affords some the opportunity to influence the decision-making and planning processes with the aim of creating cities filled with places where public spaces are meaningful, have an impact, play a role in our society and shape our perceptions. If a process was followed in which there was sufficient participation/consultation and feedback by users of the space, the outcome might have been different for Hatfield Square.

The consultation of related literature also gave new insight and theoretical backing to concepts which were emerging from the data. This assists in reinforcing the findings and their interpretations with the added advantage of shaping the thinking of the author and developing the analytical skills they possess. Literature on the spatial changes experienced by various urban public spaces was consulted creating a knowledge base of experiences, events and approaches that could be utilised in better understanding this specific case. Reasons for public spaces to change were also identified from the literature to give background insight as to the influencing forces that drive these observed changes. This allows for the deeper understanding of processes which unfold behind the scenes and that may not always be known to the users of a space. By becoming familiarised with these reasons, they may be able to be prevented and managed in order for the desired changes to take preference above changes with strong negative externalities due to a lack of proper consideration for all the influencing factors, including those which are not quantifiable. Emotional Geography literature further offered a perspective from a different field of focus and therefore, a different way of thinking and analysing. The value of considering multiple viewpoints cannot be overstated. It is vital for the integrated and interdependent world to be planned in a similar fashion.

From the literature, and the findings discussed in the previous chapter, it was possible to determine the linkages and relationships that brought the theoretical constructs together. The reinforced web of connections and interconnections acted to strengthen the overall framework and allow for a well-considered indicative theory to emerge which could explain the case study and the phenomenon contained therein. The indicative theory then offered valuable interpretations which made the deeply rooted understanding of the case study possible, bringing together the tail end of the Grounded Theory approach followed.

The concluding chapter to follow will address the recommendations for future research related to this study, the relevance of this case study in the field of Urban Planning and what one may learn from the study and will finally conclude the ultimate outcomes and process followed. A reflection on the process of conducting this study forms a brief epilogue, detailing the author's personal experiences and the enriching outcome of going through the process with a cathartic conclusion of a long journey.

5 Conclusion and Recommendations

5.1 Main Conclusions of the Study

The conversion of Hatfield Square from a vibrant social place to a residential space focussed on the needs of those invested in the space has led to the dissolution of a sub-culture which existed in the area. Inextricably linked to the University of Pretoria due to the proximity of their campuses and residences, the Hatfield Square space played an important role in the lives of many University of Pretoria students as well as others. Within its short-lived presence in the Hatfield area, the Square became a central part of the area with an association of synonymy between the area and the place for many.

With the conversion of the space only taking place over the past couple of years and still causing ripples of change around it, it may be too early to assess the full impact of the conversion/change from all perspectives. With that being said, the changes which can be assessed at this point, as with this study, already give a strong indication that the impacts are heartfelt by those who were personally invested in the place. As mentioned above, the need for additional research into the further impacts of the change may be very useful in understanding the bigger picture and the true extent of the implications caused.

This study had the aim of telling the story of the conversion of Hatfield Square from the perspective of the former users of the place and detailing the implications which this had for them. By using a qualitative study to engage the case study of Hatfield Square and following a Grounded Theory approach it was possible to gain valuable data from former users which could then be analysed and refined in order to develop an indicative theory to assist in explaining the phenomenon. The nature of this study meant there was a need for a strong focus on the methodology followed in order to conduct the research as appropriately and accurately as possible. The structure of the dissertation is thus also weighted towards a strong and detailed methodology chapter which engages the theory of the methods in detail and to some extent even on a philosophical level. The structure of the dissertation was further deviated from the classic structure of a research study such as this due to the chosen method of conducting a classic Grounded Theory study. The use of the Atlas.ti qualitative data analysis software also contributed to the study and offered an uncommon method to analysis not typically used in past or current built environment research. Data were gathered from interviews as well as secondary sources such as social media and newspaper reports. This afforded access to a

wide variety of different perspectives which could be considered in order to come up with a fair, balanced and truthful account of experienced which supported the validity of the study.

In discussing the findings of this research, the four main theoretical constructs which emerged from the data, namely; the meaning Hatfield Square had/s to the former users; the impact of the conversion on the music industry; the role and responsibility ascribed on the University of Pretoria for the conversion; and, the perception of the Hatfield area as a result of the conversion could all be interrelated to establish linkages from the data. The network of constructs and linkages together formed a framework by which the indicative theory could be argued and thereby offer some explanation for the experiences portrayed.

As further discussed below, Planning has an important role to play in the balance between public and private interests. In a case such as this, the interests of private land owners and the mandate of a developmental local government (in terms of Planning) could have been promoted while still taking heed of the needs of the affected community. However, the advocacy for the public interest seems to have been neglected, resulting in evident heartfelt losses for the community. In the end; instead of simply being a *spatial* void in the Hatfield area, the conversion of Hatfield Square has implications of altered physical space, social dissolution, emotional evocation and perceptual detraction to the reputations of institutions (such as the University of Pretoria) and the Hatfield area as a whole, thus leaving a *platial*²⁰ void.

5.2 Relevance of this Case Study and its Importance for Planning

The fact that this study has a large focus on the sociological and experiential implications that a physical change in space has resulted does in no way mean that the relevance of the study is in question when relating to the built environment fields. As urban planners our focus is too often fixed on the physical environments and how to understand them in order to improve planning practices and policy. The plans we make and the environments we affect are ultimately for people, and

²⁰ Space is to spatial as place is to "platial"

accordingly, their success should be measured by how they function for those people and how they are experienced by their users. Wright makes an important point about the importance of sensory experiences in the study of development and says:

"If development studies is to go beyond its modernist roots, to think beyond the constraints of a Cartesian reality to understand peoples' experiences and to join them in imagining new worlds, it must begin to recognise the sensory, to acknowledge emotions and the ways that we are all touched in different ways by things, histories, places and experiences."

(Wright, 2012, p. 1117)

This case study specifically acts as a contributor to achieving the vision Wright posits above by taking cognisance of the experiences and sensory contributions related to a physical space of development. By providing increased knowledge on a phenomenon related to development and the change of spatial elements within our city, this study provides the opportunity for decision makers (including those responsible for planning as well as those shaping and implementing policies) to make more informed decisions with holistic views of potential impacts.

Further to the simple importance for the planning profession, this study could be of assistance for a variety of fields seeking to gain a broadened understanding of how changes affect the spaces and people involved. This study thus followed the steps prescribed by pioneers in the field which led to the emergence of an indicative theory which could help explain the implications of the changes which took place. In doing so, the research process reached its refined peak, bringing to the fore a richer understanding of the implications of a conversion, change, or redevelopment such as this, for the users of a *place*.

5.3 Recommendations for further study

As this study comes to its conclusion it is important to reflect on the process followed and the impacts this had on the outcomes of the research. It is furthermore important to candidly look at the essential shortfalls of the study by identifying elements which require further research or investigation, as every study inevitably leads to the emergence of a much wider variety of ideas than can be researched in

a single study. For this reason, it is valuable to start the conclusion of this study with the elements which require further study in subsequent research by the researcher or others.

Firstly, as this research developed over the time it was conducted, continuous changes were taking place in the case study area and its surroundings. As mentioned before, this also led to the tracking of- and interaction with an evolving and changing population group which formed a major part of the study. As the people changed from one group to another, so did their frames of reference and lived experiences causing a varying degree of relevance to the study which was being conducted. As the environment continued to change (which was essentially the whole focus of this study) new and intriguing occurrences took place, which were related to the case study but not expressly part of it, meaning that these needed to be discounted for this research process. A notable example of this is the emergence of a series of establishments grouped together essentially trying to create a similar synergy to that which existed in Hatfield Square. During the course of the last half of 2017 a series of night clubs/bars opened up in very close proximity to one another in a strip of commercial properties along Lynnwood Road, all opening for business within two months of each other and located less than two kilometres away from the former Hatfield Square. The market for these types of developments in close proximity to the University of Pretoria is obviously a strong pull factor for businesses and was undoubtedly a major contributing factor to the development of these new establishments. Their level of success is yet to be seen and the potential to create another agglomeration of spaces which lead to the development of a material place will need to be tracked if it is to compare to the legacy of Hatfield Square. A post-modern argument can be made that this smaller scale of (localised) activities may hold more meaning and the ability to adapt more easily to local demands, tastes and preferences. Such a space, by virtue of being located next to a major transport linkage (Lynnwood Road) will be much more “public” compared to Hatfield Square, and thus may hold promise in terms of attracting a more diverse and cosmopolitan population of students and non-students than Hatfield Square did. This is only conjecture, but it does warrant some investigation in future to establish the meaning and impact this potential place may have for its users, and thereby a potentially similar situation as was presented in this study can be managed better and the negative externalities reduced.

The second matter deserving consideration as an off-shoot of this study is the development of a set of concepts and/or hypotheses (which are essentially the building-blocks of a theory) that can then

also be tested in subsequent quantitative research studies. This boils down to the establishment of a group of measurable variables, extracted and emergent from the qualitative research study (similar to what was conducted in this dissertation) which can then be later tested and subjected to the verification and substantiation offered by a quantitative study. This has the ability to then form a collaborative and complementary work of research with immense applicability due to the inherently high levels of reliability and validity which such a process could bring. This is something which may be considered off the back of this study by using much the same data and methods and modifying the aim of the research to produce the measurable variables after which the second (half) of the study could be embarked upon. This would ideally also be suited to a group of researchers who, after a set of variables have been developed, may each test the variables independently and together contribute to a shared and comparative understanding and explanation of events. As a practical example the following hypothesis can be made from the research conducted in this study:

The conversion of Hatfield Square from a social place to a residential space has resulted in the loss of a sense of community for the former users of the space who placed immense personal value on the place.

From this hypothesis a set of quantifiable variables may be established to measure a “sense of community” which can then be quantitatively tested. By then testing these variables the hypothesis may be supported or refuted based on the additional empirical evidence. The challenge, from a methodological stand point, would be the memory decay of former users and the subsequent reliability of the data gathered, making it a challenge to establish a reliable comparison between then and now (this study).

The last, and seemingly most obvious, recommendation for further research would be to gain an understanding of the events, as studied here, from the perspectives of the other role-players apart from merely the former users. Role-players such as the University of Pretoria who, as shown previously, have been implicated in the events which took place at Hatfield Square but where little to no empirical evidence exists or the validity of the claims made by former users of the space or to justify the perceptions held by the larger public. Businesses (formerly) in and around Hatfield Square would also have their own understanding and implications which came as a result of the conversion

of the space and could therefore be equally as valuable a study as this. Together, this study and any additional studies into the phenomenon from other viewpoints will further contribute the explanation and understanding of the impacts this change has caused. Flyvbjerg's work on "phronetic planning research" should be considered here in order to address this recommendation, as the core questions that drive this theory/methodology are stated as follows: (1) Where are we going with planning? (2) Who gains and who loses, and by which mechanisms of power? (3) Is this development desirable? (4) What, if anything, should we do about it?" (Bent Flyvbjerg, 2004, p. 283). These questions set out to determine the relationship between power and values in planning by gaining concrete examples and detailing narratives surrounding development, showing the implications thereof. It is therefore suggested that those studies, applied to this case study context, would have a marked value in expanding our understanding of the phenomenon.

The recommendations for further study made here may just act as suggestion to other researchers seeking to understand more about the phenomenon at hand. There is however an equally infinite amount of research studies which may be conducted as there are researchers to conducted them, and as long as they contribute value and understanding (by following scientific procedures), they are all equally as valuable.

Epilogue: Reflecting on the study

It has been an arduous journey getting to this point. The late nights combined with early mornings, tired eyes, tired mind and tired fingers are enough to topple the strongest among us; however, the sense of accomplishment and perseverance this has left is equal to none previously experienced. The sheer willpower it took to keep going when every instinct said it just wasn't worth it; and the self-doubts which bellowed discouragement; all seem like distant echoes which were clear below in the valleys but seem faint now at the summit.

This journey started out on a different road, four and a half years ago, with a different topic considered for study and different literature delved into before the little divergent footpath was taken into a topic which seemed to miniscule and irrelevant to consider for serious research. What a misconception; that footpath widened to reveal an untraveled set of roads that needed to be explored. By focussing on the former users of Hatfield Square this research was personal; personal memories of experiences in the place have not left the foreground in all the time the research was taking place, and they still haven't. By engaging with the experiences of others an intimate relationship was established with the data as the similarity and correspondence with personal experiences was undeniable. Nostalgia is a strong emotional trigger.

The achievement of this goal is the culmination of many dreams, unfulfilled attempts and eventual focus which then brought together all of the experiences from this journey to make up the tumultuous whole and the only regret is not getting here sooner. Personally, this means an enormous amount about the abilities and perseverance it took to make it through.

I am proud.

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Annexures

Annexure 1: Hatfield Square Spatial Configuration (A3 size)



Annexure 2: Interview Questions

The following are some open-ended questions used in semi-structured interviews with former users of Hatfield Square. None of the questions used in the interviews were of a compromising or sensitive nature as they were focussed on personal experiences of role players in relation to the Hatfield Square space and the alternative spaces now used. All questions were voluntary and meant to stimulate discussion and the telling of each role player's story about the space.

Questions are broadly based on the history of each individual's use of Hatfield Square and the alternative spaces now used as well as the perceptions and experiences of these informants in relation to the space.

Below are some example questions proposed: (in no particular order)

- When did you start going to Hatfield Square?
- How often would you say you visited Hatfield Square?
- How often did you visit other alternative spaces similar to the places in Hatfield Square?
- When did you become aware of the plans to convert Hatfield Square?
- When was the last time you visited Hatfield Square?
- Where do you commonly go out to (now that Hatfield Square is no longer there)?
- What do you think of the conversion of Hatfield Square to a more residential nature?
- How do you think the Hatfield area (as a whole) has changed since the decision to change Hatfield Square?
- How will this change affect the reputation of Hatfield?

As illustrated by the examples above, the questions were aimed at generating information from personal perspectives and experiences to help shape generalised perceptions and thereby explain them at the hand of existing literature.

Annexure 3: Informed Consent Form

Informed consent form

(Form for research subject's permission)

(Must be signed by each research subject, and must be kept on record by the researcher)

- 1 Title of research project:
Conversations on Conversion – The Hatfield Square Case Study
- 2 Brief description of the Study:
This study will aim to understand the perceptions on the conversion of Hatfield Square. It will analyse the stories of former users in order to gain a better understanding of how they interacted with the space and how the recent changes in have impacted them in terms of the spatial implications from no longer having a centralised public space to fulfil that function.

There are no foreseen risks in participating in this study and any inputs given by participants is greatly appreciated and will help the researcher understand and explain the perceptions relating to the conversion of Hatfield Square.
- 3 I _____ (the undersigned) hereby voluntarily grant my permission for participation in the project as described above and explained to me by Mr Paul Niclesse Mariette (the researcher/interviewer).
- 4 The nature, objective, possible safety and health implications have been explained to me and I understand them.
- 5 I understand my right to choose whether to participate in the project and that the information furnished will be handled confidentially.
- 6 I am aware that the interview may be voice recorded (for the purposes of note taking) and if I so wish I may decline this and the researcher will oblige and only take written notes.
- 7 I am aware that the results of the study may be used for the purposes of publication.
- 8 Upon signature of this form, a copy will be kept by the researcher and one given to the participant.

Signed: _____ Date: _____

Witness: _____ Date: _____

Researcher: _____ Date: _____