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## EVALUATION OF USER-BUILDING INTERACTION IN REFUNCTIONED TRADITIONAL HOUSES THROUGH ONLINE COMMENTS: TRABZON ORTAMAHALLE EXAMPLE\*

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**Abstract:** It is the common duty of all societies to protect and ensure the sustainability of traditional houses, which act as a bridge between the past, present and future, and to pass them on to future generations. At this point, reuse is one of the most effective ways to keep traditional houses alive, just like all other historical buildings. Nowadays, traditional houses are given new functions, but the user satisfaction resulting from the usage process and interaction with the user is not monitored. Within the scope of the study, it is aimed to evaluate the interaction of traditional houses with the user after refunctioning, through online comments made for the traditional houses (Mehmet Efendi Mansion and Timurciler Mansion) in Trabzon Ortamahalle, which were expropriated and opened for use with new functions. For this purpose, the study was structured in five stages. The first stage is to conduct literature research on the subject, the second stage is to visit the study area and obtain spatial and visual data, the third stage is to obtain online comments via Google Maps, and the fourth stage is to conduct content analysis of the comments obtained through the Maxqda program. The fifth stage is the grouping of frequently used words and the comparison of Timurciler Mansion and Mehmet Efendi Mansion. As a result of the study, the place of online comments in defining the structure in the interaction of traditional houses with the user after re-functioning, user satisfaction and similar-differentiating aspects of traditional houses used for different functions in terms of users were revealed. In this way, it is thought that improvements can be made at the missing points in line with the usage satisfaction level of the building and contribute to the sustainable use of the building.

## YENİDEN İŞLEVLENDİRİLEN GELENEKSEL KONUTLARDA KULLANICI-YAPI ETKİLEŞİMİNİN ÇEVİRİMİÇİ YORUMLAR ÜZERİNDEN DEĞERLENDİRİLMESİ: TRABZON ORTAMAHALLE ÖRNEĞİ

**Öz:** Geçmiş, günümüz ve gelecek arasında köprü görevi üstlenen geleneksel konutların korunması ve sürdürülebilirliğinin sağlanarak gelecek nesillere aktarılması tüm toplumların ortak vazifesidir. Bu noktada yeniden kullanım, diğer tüm tarihi yapılarda olduğu gibi geleneksel konutların kullanılarak yaşatılmasında en etkili yollardan biridir. Günümüzde geleneksel konutlara yeni işlevler verilmekte

ancak kullanım süreci ve kullanıcı ile olan etkileşimi sonucu ortaya çıkan kullanıcı memnuniyeti durumu takip edilmemektedir. Çalışma kapsamında geleneksel konutların yeniden işlevlendirme sonrası kullanıcı ile olan etkileşimini Trabzon'da Ortamahalle'de kamulaştırılarak yeni işlevleri ile kullanıma açılan geleneksel konutlar (Mehmet Efendi Konağı ve Timurciler Konağı) için yapılan çevrim içi yorumlar üzerinden değerlendirmek amaçlanmaktadır. Bu amaçla çalışma beş aşamada kurgulanmıştır. Birinci aşama konuya ilişkin literatür araştırmasının yapılması; ikinci aşama çalışma alanının ziyaret edilerek mekânsal ve görsel verilerin elde edilmesi; üçüncü aşama çevrimiçi yorumların çevrimiçi yorumların Google Haritalar üzerinden elde edilmesi; dördüncü aşama elde

edilen yorumların Maxqda programı aracılığıyla içerik analizinin yapılması ve beşinci aşama sık kullanılan kelimelerin gruplanması ve Timurciler Konağı ve Mehmet Efendi Konağı'nın karşılaştırılmasının yapıldığı aşamadır. Çalışmanın sonucunda geleneksel konutların yeniden işlevlendirme sonrası kullanıcı ile olan etkileşiminde çevrim içi yorumların yapıyı tanımlamadaki yerini, kullanıcı memnuniyetini ve farklı işlevlerde kullanılan geleneksel konutların kullanıcı açısından benzeyen ve farklılaşan yönleri ortaya konmuştur. Böylelikle yapının kullanım memnuniyeti durumu doğrultusunda eksik görülen noktalarda iyileştirmeler yapılabileceği ve yapının sürdürülebilir kullanımına katkı sağlanabileceği düşünülmektedir.

## Introduction

Traditional houses, which convey the characteristics of the geography they are located, the identity and lifestyle of the user, and the economic, social and cultural characteristics, cannot meet today's needs and as a result, they face the danger of extinction. Rather than demolishing these places or leaving them to a passive conservation approach, keeping them alive by giving them a new function is considered a universal approach with a sustainable conservation strategy.<sup>1</sup> The act of finding a new function for a building that has lost its original function is defined as "developing new uses for buildings that have structural use potential so that they can survive economically."<sup>2</sup> With the re-functional approach, modern protection can be achieved by extending the useful life of traditional houses as well as ensuring their functional usability. Thus, by incorporating traditional houses that are about to disappear into social life, their values are transferred to future generations and sociocultural identity is maintained.<sup>3</sup>

While trying to convey the traces of the period in which the house was built to the current environmental context, an approach that focuses on preserving all the elements of the building symbolizing cultural and local memory as a whole should be adopted during the re-functioning process. Keeping the traditional house and its pattern alive with its new function depends on its suitability for today's needs.<sup>4</sup> The suitability of the function proposed for the building and the adoption of the new function by the user are important in terms of sustainability and livability, as well as the service the building provides to the society.<sup>5</sup> In the re-functioning of traditional houses, it is expected that the building will meet user needs and provide satisfaction as well as the physical harmony between place and function.

User experiences and satisfaction cover all channels of communication between the building and the user. At this point, including the user in the process and investigating their expectations and satisfaction with the space is one of the most important requirements in determining the success of the reused historical building. Nowadays, the use of historical buildings with a new function is suggested, but the satisfaction level after use is not monitored. Historical buildings with low usage satisfaction cannot adapt to today's conditions and disappear over time. Any space offered for community service can be successful as long as it meets user satisfaction. Factors that determine user satisfaction can be listed as past experiences,

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<sup>1</sup> Aksoya and Aydın, 2015:29.

<sup>2</sup> Cantell, 2005; Bekar and Kutlu, 2022:150.

<sup>3</sup> Wang et al., 2010; Bekar and Kutlu, 2022:150.

<sup>4</sup> Gültekin, 2007:262.

<sup>5</sup> Bekar and Dereci, 2021:5.

advertising, word-of-mouth communication. For this reason, identifying and evaluating the points where the performance of the building is low is important for the sustainable use of the building. At this point, online comments provide important data in revealing the user's experience and opinions about the place. The study examines user satisfaction during the use of refunctioned traditional houses through online comments.

Before experiencing a product, a service or a place, people try to make the best decision by consulting the comments and opinions of people who have experienced that service before. In today's world where technology and informatics are advancing rapidly, online review platforms have become one of the most used environments to view user experiences, with the spread of the internet and especially its integration into smartphones. Before experiencing a product or service, potential users can learn more about the product or service by examining websites, applications and other platforms where the opinions of people who experience it are shared. According to a study, 84% of internet users consider online comments as personal advice and 68% make a decision after reading the comments.<sup>6</sup> Mathwick and Mosteller state that online user comments constitute an important data source for consumers and that these comments are the main reason behind 20-50% of all purchasing decisions.<sup>7</sup> Online commenting platforms allow users to interact and post comments that help them express their feelings, provide information, share their experiences, and make suggestions.<sup>8</sup> As the number of internet users and awareness of their use increases, the use and evaluation of online comments is also increasing. Review platforms such as Google Maps, TripAdvisor, Yelp can be given as examples.

Looking at the literature, it can be seen that different researchers have studied online reviews, the location of potential customers, the analysis of the current situation of the company and how it affects people's choices.<sup>9</sup> There are studies in the literature on the post-use evaluation of refunctioned historical buildings. However, no study has been found that considers online comments for this evaluation.

In this study, the user's interaction and experiences with the space are discussed through online comments. In the study, the comments made through Google Maps, one of the most effective use platforms of online comments, were evaluated and traditional houses in Ortamahalle, Trabzon, which were expropriated and put into use with new functions, were discussed. Within the scope of the study, it is aimed to reveal the place of online comments in defining the place in the interaction of traditional houses with the user after refunctioning, user satisfaction and the similar and different aspects of traditional houses used for different functions in terms of users, by content analysis method. In this way, it is thought that by determining the usage satisfaction level of the building, improvements can be made at the missing points and contribution to the sustainable use of the building can be made.

## 1. Methodology

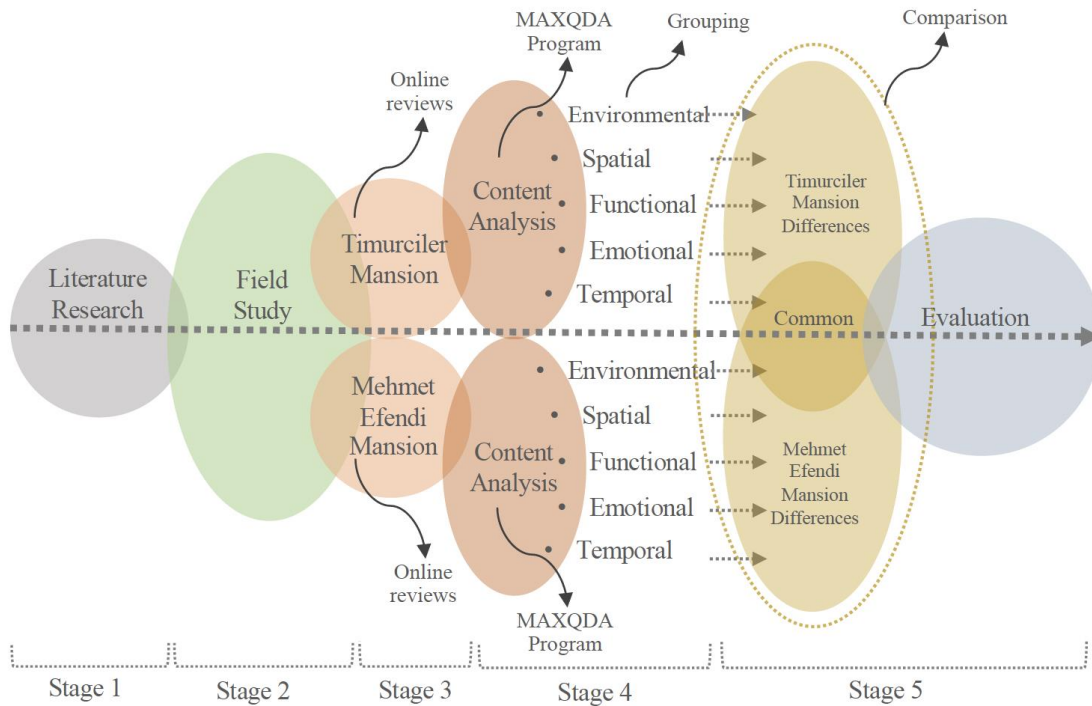
In the study where the comments made on Google Maps of Timurciler Mansion and Mehmet Efendi Mansion in Trabzon Ortamahalle were analyzed, a mixed research design combining qualitative and quantitative research methods was used. In this context, the study was structured in five stages. The graph showing the stages of the study is given in Figure 1.

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<sup>6</sup> Bloem, 2017.

<sup>7</sup> Mathwick and Mosteller, 2017; Erdem, 2020:358.

<sup>8</sup> Anderson and Magruder, 2012; Racherle et al, 2013; Ye et al., 2014; Koç and Şahin, 2023:67.

<sup>9</sup> Ak and Altunöz, 2018; Ateş and Sunar, 2020; Doğancılı et al., 2019; Sunar et al., 2018; Çuhadar et al., 2017, Ateş and Sunar, 2019; Cengiz and Başaran, 2016; Tunçalp, 2018, Karaca and Gümüş, 2020; Ateş et al., 2019.



**Fig. 1.** Graph showing the stages of the study

The first stage is the stage where literature information is collected on the relationship between traditional housing, reuse, online comments and usage satisfaction. At this stage, studies in the literature on the subject were examined and the theoretical infrastructure was created. Additionally, studies on online comments to date have been investigated.

The second stage is the field study phase, where the study area is visited and spatial and visual data of the building are obtained. In the study, two of the three traditional houses in Trabzon Ortamahalle, which were expropriated and used, were discussed. Since there is not enough data about Kanoğlu Mansion, Timurciler Mansion and Mehmet Efendi Mansion were investigated in the study. At this stage, data regarding the location of Timurciler Mansion and Mehmet Efendi Mansion, the spaces inside, their relationship with the immediate surroundings and their current use were brought together. Then, visual data of the current state of the building was obtained. In this way, a better understanding, interpretation and evaluation of the reasons for the data resulting from the analysis will be possible.

The third stage is the stage where it is determined on which platform the online comments will be handled and the online comments of the places determined on those platforms are obtained. In this context, Google Maps was determined as the online review platform. Google Maps is a global online and offline mapping service that includes landmarks, road lines, landforms, vector and satellite maps, topographic maps, commentary, embedded applications and routing services.<sup>10</sup> Google Maps has become the sixth most downloaded application of all time on Android phones with more than one billion downloads according to Google Play February 2019 data and more than 500 million downloads in the Apple Store according to App Annie data.<sup>11</sup> It is thought that the inclusion of the application, which has positive comments in both online stores, on all mobile devices will be an important trend in the near future. Due to these features, Google Maps was preferred within the scope of the study to obtain online comments.

<sup>10</sup> Yang and Hsu, 2016:88.

<sup>11</sup> Ateş and Sunar, 2019: 336.

The population of the research consists of 882 reviews that visited Timurciler Mansion and 622 reviews that visited Mehmet Efendi Mansion until February 29, 2024. Since there are only 82 evaluations of Kanoğlu Mansion, it was not included in the scope of the study due to lack of data. Visitors who did not leave comments but only evaluated with points were not evaluated within the scope of the study.

The fourth stage of the study is the stage where the comments obtained are analyzed. It consists of two steps. In the first step, the frequently used words obtained from online comments were determined. In this step, the content analysis method was used. Content analysis is a set of methodological tools and techniques that aim to extract meaning from concepts, texts, verbal or written materials according to predetermined criteria.<sup>12</sup> Content analysis in the study was conducted through the MAXQDA program. MAXQDA is data analysis software that allows collecting, organizing, analyzing, visualizing and publishing large amounts of data using qualitative and mixed methods. In the study, data obtained from Google Maps were analyzed through MAXQDA. Based on the data obtained as a result of the analysis, the words most used in the comments were revealed and the words describing the place were determined among them. The obtained data were tabulated for each place. The second step of this stage is the grouping of the words obtained from the content analysis. At this stage, groupings were made considering the aspect in which the words describe the place. In this direction, five basic groups have emerged: environmental features, spatial features, functional features, emotional features and temporal features.

The fifth phase of the study is the comparison of the data obtained from Timurciler Mansion and Mehmet Efendi Mansion. At this stage, common words and differentiated words for each structure were determined within the scope of environmental features, spatial features, functional features, emotional features and temporal features. Then, these data were evaluated by graphing.

## 2. Research Area: Trabzon, Ortamahalle

Ortamahalle, located 13 km west of the city center in Akçaabat district of Trabzon, has hosted many civilizations. There are 129 registered buildings in the Ortamahalle area, which was declared an urban protected area in 1998, 53 of which are examples of 19th century civil architecture. These buildings have distinctive architectural features specific to the region.<sup>13</sup> The spaces shaped by local data and traditional life have an important place for Trabzon as a cultural heritage with their characteristic features.<sup>14</sup>



**Fig. 2.** Historical Ortamahalle

<sup>12</sup> Metin and Ünal, 2022: 273.

<sup>13</sup> Saka Akın et al, 2013; Bekar and Kutlu, 2023: 88.

<sup>14</sup> Bekar and Dereci, 2021: 7.



The buildings in Ortamahalle, which reflect history as well as its historical character and cultural traces to the present day with its streets, walls, mansions, fountains, mosques and churches, in a historical environment with approximately 140-year-old mansions, host thousands of local and foreign tourists every year. There are three traditional houses in Ortamahalle that were expropriated and put into use. Timurciler Mansion, Mehmet Efendi Mansion and Kanoğlu Mansion (Figure 3).

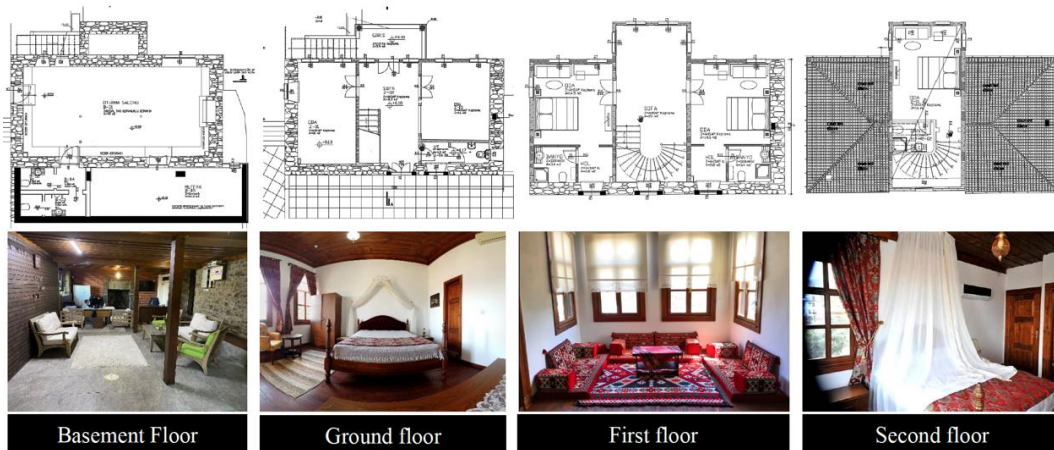


**Fig. 3.** Ortamahalle location and Mehmet Efendi, Kanoğlu, Timurciler Mansion locations

In the study investigating user and space interaction with online comments, there are 622 evaluations for Mehmet Efendi Mansion, 882 evaluations for Timurciler Mansion and 82 evaluations for Kanoğlu Mansion. Since there is not enough data about Kanoğlu Mansion, Mehmet Efendi Mansion and Timurciler Mansion were discussed within the scope of the study.

### 2.1. Timurciler Mansion

It is known that Timurciler Mansion was built in the late 1800s. Timurciler (Timurcioğlu) Mansion is one of the most original examples of 20th century Ottoman architecture. As in the general neighborhood, Timurciler Mansion has an architecture with a courtyard surrounded by stone walls and accessible through a street gate, a kitchen in the courtyard, and family and guest rooms.<sup>15</sup> The mansion, which forms a decisive part of Ortamahalle's historical texture and regional silhouette, was purchased by Akçaabat Municipality in 2010. It was restored in accordance with its historical texture and opened for use as a cafe/restaurant in 2013 (Figure 4).



**Fig. 4.** Drawings and images of Timurciler Mansion (Drawings were obtained from Akçaabat Municipality)

<sup>15</sup> Saka, 2020; Bekar and Kutlu, 2023: 89.

The building consists of three floors: basement, ground floor and first floor. There is a kitchen, warehouse, WC and boiler room on the basement floor. There are two different rooms on the ground floor. These rooms, known as living spaces, are furnished to serve the function of a restaurant. On the ground floor, there is also a building added later to the south facade of the building, and this section is used as a kitchen and living area. The first floor has a projection that is approximately the size of a room, which is frequently seen in Ortamahalle traditional houses. This floor, which originally contained bedrooms, is now used as exhibition spaces with seating elements and equipment that create an authentic environment where visitors can feel the traditional texture closely. These areas are one of the places that attract the most attention from visitors. The building, which has a plan typology with a central hall, has a symmetrical space layout.

## 2.2. Mehmet Efendi Mansion

Mehmet Efendi Mansion, located in Ortamahalle, has a history of more than 100 years. The building, which consists of three floors, has room-wide projections on the second and third floors. The windows are oriented towards the view, like other Ortamahalle traditional houses. The corbels, doors, windows and pediments seen in traditional Turkish houses and their harmony with each other in terms of size, material and symmetry are also seen in this building (Saka, 2020). The building consists of ground, 1st floor and 2nd floor. The entrance to the building from the garden is from the south-facing façade, 300-400 m ahead of the street entrance. The building has a large garden. In terms of space typology, the building has a central sofa. In the interior organization, we encounter the sofa located in the center of the plan scheme and the rooms opening to the sofa. Apart from being a transition and common use area, the sofa space provides a direct relationship with the external environment. The sofa is oriented towards the view.



**Fig. 5.** Drawings and images of Mehmet Efendi Mansion (Drawings were obtained from Akçaabat Municipality)

While Mehmet Efendi Mansion was unusable in 2011, it was restored in 2014 in accordance with the historical texture of the settlement. It continues to be used as a hotel today. There is a reception, toilet and kitchen on the basement floor, two rooms, a sofa and a toilet on the ground floor, two rooms, two bathrooms and a sofa on the first floor, and two rooms and a bathroom on the second floor. Since the building is currently used as a hotel, the fixed equipment in the rooms was removed and updated furniture was used. The burdens have been completely removed. Laminate parquet was installed on the wooden floor. The pediments have been removed. Ceiling woods were renewed and used.

### 3. Findings and Evaluation

In the study, the frequencies of the words used in the online comments about Timurciler Mansion and Mehmet Efendi Mansion in historical Ortamahalle were revealed with the MAXQDA qualitative analysis program. Among the frequently used words in the online comments, only words describing the building and its features were selected, and other words related to personnel and service were not evaluated within the scope of the study. In this context, frequently used words with a usage percentage of 0.005 and above were considered.

These words were then grouped separately for both mansions, depending on which aspect of the building they described. While making the groupings, the sentences in which the words were used in the comments were also used, and attention was paid to divide the words into groups in accordance with the context of use. In this context, five basic groups have emerged: environmental features, spatial features, functional features, emotional features and temporal features. Environmental features include issues such as the location of the building, features related to its location, its relationship with its environment, and access to the building. Spatial features include topics describing the building, the spaces within the building and the features of these spaces. Functional features cover issues related to the intended use of the building and the actions the user performs in the building. Emotional features include subjective expressions and personal opinions based on the user's personal opinions and observations, where impressions and emotions are at the forefront. Temporal features, on the other hand, include expressions that define a certain time period of the structure and refer to its past and historical accumulation. When the frequently used words obtained from online comments for Timurciler Mansion and Mehmet Efendi Mansion are analyzed in this context, the results obtained are given in Table 1 and Table 3. After all these, the words for Timurciler Mansion and Mehmet Efendi Mansion were evaluated by revealing the common and different ones.

#### 3.1. Findings for the Timurciler Mansion

The words most frequently repeated by users for Timurciler Mansion are as follows: Beautiful, view, place, venue, wonderful, historical, mansion, good, excellent, ambiance, Akçaabat, magnificent, Trabzon, restaurant, sea, cafe, nostalgic, coffee, atmosphere, Ortamahalle, parking lot, like, nice, bad, reasonable, visiting, decent, authentic, floor, eating, peace, pleased, super, enjoyable, old, satisfied, quality, visit, inside, terrific, calm, breakfast, location, garden, outside, Karadeniz, unique, clean, facility, high, narrow, house, okay, small, enormous, sit, street, fantastic, hill, touristic, open, terrible, building, upright, texture, different, dominant, table, simple, Timurciler, hard. The usage frequencies (Frequency/F) and percentages of these words are given in Table 1.

**Table 1.** Words according to frequency of use for Timurciler Mansion

Word	F	%	Word	F	%	Word	F	%	Word	F	%
beautiful	217	3,41	atmosphere	14	0,22	quality	9	0,14	enormous	4	0,06
view	183	2,88	Ortamah.	13	0,20	visit	8	0,13	sit	4	0,06
place	101	1,59	parking lot	13	0,20	inside	8	0,13	street	4	0,06
venue	85	1,34	like	13	0,20	terrific	8	0,13	fantastic	4	0,06
wonderful	62	0,98	nice	11	0,17	calm	8	0,13	hill	4	0,06
historical	54	0,85	bad	11	0,17	breakfast	8	0,13	touristic	4	0,06
mansion	53	0,83	reasonable	11	0,17	location	6	0,09	open	3	0,05
good	40	0,63	visiting	11	0,17	garden	6	0,09	terrible	3	0,05
excellent	29	0,46	decent	11	0,17	outside	6	0,09	building	3	0,05
ambiance	25	0,39	authentic	11	0,17	Karadeniz	6	0,09	upright	3	0,05
Akçaabat	23	0,36	floor	11	0,17	unique	5	0,08	texture	3	0,05
magnificent	23	0,36	eating	11	0,17	clean	5	0,08	different	3	0,05
Trabzon	23	0,36	peaceful	11	0,17	facility	5	0,08	dominant	3	0,05
restaurant	22	0,35	pleased	10	0,16	high	5	0,08	table	3	0,05



sea	21	0,33	super	10	0,16	narrow	4	0,06	simple	3	0,05
cafe	16	0,25	enjoyable	10	0,16	house	4	0,06	Timur-ciler	3	0,05
nostalgic	14	0,22	old	9	0,14	okay	4	0,06	hard	3	0,05
coffee	14	0,22	satisfied	9	0,14	small	4	0,06	Ottoman	3	0,05

When frequently used words are grouped in terms of their scope, there are 16 words expressing environmental features, 20 words expressing spatial features, 8 words expressing functional features, 24 words expressing emotional features and 4 words expressing temporal features. These words are given in Table 2.

**Table 2.** Grouping of words according to their scope for Timurciler Mansion

Environm. Features	view	Akçaabat	Trabzon	sea	Ortamahalle	parking lot	hill	Karadeniz
	garden	high	narrow	street		upright	hard	dominant
Spatial Features	place	venue	mansion	ambiance	atmosphere	authentic	floor	inside
	outside	clean	facility	house	small	building	open	texture
	table	simple	Timurciler					
Functional Features	restaurant	cafe	visit	eating	touristic	visiting	sit	breakfast
	coffee							
Emotional Features	beautiful	wonderful	good	excellent	magnificent	nice	bad	reasonable
	decent	super	pleased	terrific	calm	peaceful	liked	enjoyable
	unique	quality	okay	terrible	enormous	fantastic		
Temporal Features	historical	old	nostalgic	Ottoman				

When evaluated in terms of environmental characteristics, words such as “view, Akçaabat, Trabzon, Ortamahalle, Karadeniz, sea” provide information about the location of the building, the characteristics of its location, the characteristics of the topography on which it is located and the consequences of these characteristics. It provides information about the fact that the building is located high above the coast in Trabzon, in a position overlooking the city, and has a sea view. Words such as “street, hill, parking lot, narrow, upright, difficult” are interpreted as an indication that there is a clear situation regarding access to the building and parking. When the comments containing these words are examined, it is noted that although the building is in a central location, there is difficulty in reaching the building on foot, the streets are narrow for vehicles and there is a parking problem around the building.

When evaluated in terms of spatial features, user comments mention that the new function of the spaces offers the user an authentic environment and a historical atmosphere. When the user comments where the words were mentioned were examined, it was seen that the interior spaces were smaller compared to the outdoor seating areas, the spaces reflected the historical texture, the inside could be entered and visited, and the furniture used reflected the traditional residential atmosphere, the tables in the interior were cramped, and the spaces and furniture were clean. Another inference obtained from the comments is that the interior space is mostly used for sightseeing because it is cramped and flat, the outdoor space is generally preferred for sitting, and therefore the building is used more in the summer months. One of the most frequently used words for structure is the word “floor”. When the comments mentioning the word floor are examined, it is seen that the upper floor is left in the traditional house layout and the lower floor serves the cafe function, the view of the upper floor is better than the lower floor, the wet areas in the basement are narrow and unusable, and the fact that the kitchen is on the basement floor is not welcome in terms of hygiene.

When evaluated in terms of functional features, it is seen that the building is mostly visited for eating, drinking and touristic purposes. It has been determined that the building, which is now used as a cafe, is used for sightseeing, sitting, eating, drinking, breakfast and coffee. Among these, the fact that coffee and breakfast come to the fore as food and beverage products

can be interpreted as the place being more famous for these products or being preferred more frequently.

When evaluated in terms of emotional features, it is seen that positive words such as “beautiful, wonderful, good, magnificent, pleasant, excellent, super, decent” are in the majority. When the sentences containing these words are examined, it is seen that the visual effect of the building, its environment, the feeling it makes the user feel, its dominance over the city, its view, its atmosphere, its past, its spirit and its history are mentioned. It has been observed that negative words such as “bad” and “terrible” are mostly mentioned for reasons such as transportation, navigation, or some food and beverage products. When all words are examined, it is possible to say that the general perception of the users about the place is good, considering that the number of positive expressions is higher than the negative expressions.

When evaluated in terms of temporal features, it is seen that the words “historical, old, nostalgic and Ottoman” are frequently used. When the sentences containing these words are examined, it is seen that the users use expressions regarding the view that the place has a deep-rooted history and that today's use makes this felt visually and perceptually.

### 3.2. Findings for the Mehmet Efendi Mansion

The words most frequently repeated by users for Mehmet Efendi Mansion are as follows: beautiful, view, hotel, clean, room, breakfast, good, place, wonderful, mansion, historical, venue, Ortamahalle, Trabzon, satisfied, excellent, accommodation, parking lot, sea, Mehmet Efendi, magnificent, bed, location, Akçaabat, to stay, bad, comfortable, ambiance, liked, pleasant, distant, peaceful, small, calm, narrow, close, open, quiet, road, travel, weather, old, hard, outside, full, not bad, super, area, bathroom, texture, tidy, air conditioning, decent, nostalgia, street, eating, cafe, Karadeniz, restaurant, hot, high, transportation, successful, building, electric heater, drink, quality, reasonable, terrific, authentic, reception, restored, distressed, enormous, city, new, visit, environment, nature, central. The frequency of use of these words (Frequency/F) is given in Table 3.

**Table 3.** Words according to frequency of use for Mehmet Efendi Mansion

Word	F	%	Word	F	%	Word	F	%	Word	F	%
beautiful	197	2,55	magnificent	20	0,26	weather	9	0,12	high	5	0,06
view	139	1,80	bed	19	0,25	old	8	0,10	transportation	5	0,06
hotel	111	1,44	location	18	0,23	hard	8	0,10	successful	4	0,05
clean	102	1,32	Akçaabat	17	0,22	outside	7	0,09	building	4	0,05
room	99	1,28	to stay	17	0,22	full	7	0,09	Electric heater	4	0,05
breakfast	90	1,17	bad	17	0,22	not bad	7	0,09	drink	4	0,05
good	75	0,97	comfortable	15	0,19	super	7	0,09	quality	4	0,05
place	68	0,88	ambiance	14	0,18	area	6	0,08	reasonable	4	0,05
wonderful	59	0,76	liked	13	0,17	bathroom	6	0,08	terrific	4	0,05
mansion	44	0,57	pleasant	13	0,17	texture	6	0,08	authentic	4	0,05
historical	42	0,54	far	13	0,17	tidy	6	0,08	reception	4	0,05
venue	40	0,52	peaceful	12	0,16	air cond.	6	0,08	restored	4	0,05
Ortamahalle	40	0,52	small	12	0,16	decent	6	0,08	distressed	4	0,05
Trabzon	31	0,40	calm	12	0,16	nostalgia	6	0,08	enormous	4	0,05
satisfied	28	0,36	narrow	11	0,14	street	6	0,08	city	4	0,05
excellent	25	0,32	near	11	0,14	eating	6	0,08	new	4	0,05
accomodation	24	0,31	open	10	0,13	cafe	5	0,06	visit	4	0,05
parking lot	21	0,27	quiet	10	0,13	Karadeniz	5	0,06	environment	4	0,05
sea	20	0,26	road	10	0,13	restaurant	5	0,06	nature	4	0,05
Mehmet Ef.	20	0,26	travel	10	0,13	hot	5	0,06	central	4	0,05

When frequently used words are grouped in terms of their scope, there are 19 words expressing environmental features, 22 words expressing spatial features, 11 words expressing functional features, 22 words expressing emotional features and 3 words expressing temporal features. These words are given in Table 4.

**Table 4.** Grouping of words according to their scope for Mehmet Efendi Mansion

Environm. Features	view	Trabzon	Ortamahalle	city	sea	location	high	far
	near	road	environment	street	nature	Akçaabat	hard	central
	parking lot	Karadeniz	transportation					
Spatial Features	room	place	mansion	venue	authentic	ambiance	hot	open
	weather	outside	Electric heat.	area	bathroom	texture	tidy	Air cond.
	clean	small	Mehmet Ef.	full	building	reception	new	bed
Functional Features	hotel	to stay	accomodation	visit	travel	eating	café	restourant
	drink	restored	breakfast					
Emotional Features	beautiful	good	wonderful	pleasant	excellent	satisfied	bad	comfort.
	liked	pleasant	peaceful	super	quiet	not bad	calm	decent
	successful	quailty	reasonable	terrific	distressed	enormous		
Temporal Features	historical	old	nostalgia					

When evaluated in terms of environmental features, words such as “view, Trabzon, Ortamahalle, sea, Akçaabat” provide information about the location of the building, while words such as “road, transportation, street, high, hard, parking lot” provide information about access to the structure and parking facilities. When the comments where the words are mentioned are examined, it is mentioned that there is a parking lot in the building, but it is insufficient. Regarding transportation, some users stated that they had difficulty finding direction, while others stated that they could easily reach the building. The building is located in Ortamahalle Square, near buildings such as St. Michael's Church and Fevzi Pasha Primary School. Its location in a central point has been reflected in user comments with words such as “central” and “close”. When the comments containing the words "near" and "far" are examined, it is seen that the building is mentioned as being close to the neighborhood center and far from the city center. The fact that the building is surrounded by green areas is the reason why the words “nature” and “environment” are frequently used.

When evaluated in terms of spatial features, it is seen that words related to the new function of the space are frequently used. When the comments with the prominent word "room" are examined, it is seen that evaluations were made regarding the cleanliness of the rooms, physical environmental conditions such as heating and ventilation, the dimensions of the rooms, the orientation of the rooms to the view, the traditional atmosphere of the rooms, and the inadequacy of insulation between rooms. The most mentioned and satisfied issues regarding the rooms were cleanliness, order, environment and atmosphere. It is seen that some users find the width of the rooms sufficient, while others consider them small. Another frequently used word is bathroom. When the comments mentioning the word "bathroom" were examined, it was seen that they generally mentioned the small size of the bathrooms. In terms of interior design, it is seen that the users are satisfied with the historical texture of the spaces. Despite this historical and authentic atmosphere, the use of “ew furniture in the spaces has become the reason why the word “new” is among the frequently used words. When the comments mentioning the word “bed” are examined, it is seen that users evaluate the beds as comfortable and comfortable, clean, and like the mosquito nets.

When evaluated in terms of functional features, it is seen that the users of the building, which is used for accommodation purposes today, are used for activities such as traveling, staying, eating and drinking. When the comments made are examined, the word "restored" is frequently used because the building has been in the renovation and restoration process for many years and is now open to the public. When the comments where this word is mentioned are examined, it is noteworthy that the users say that the building has been restored in accordance with the historical texture, without spoiling it.

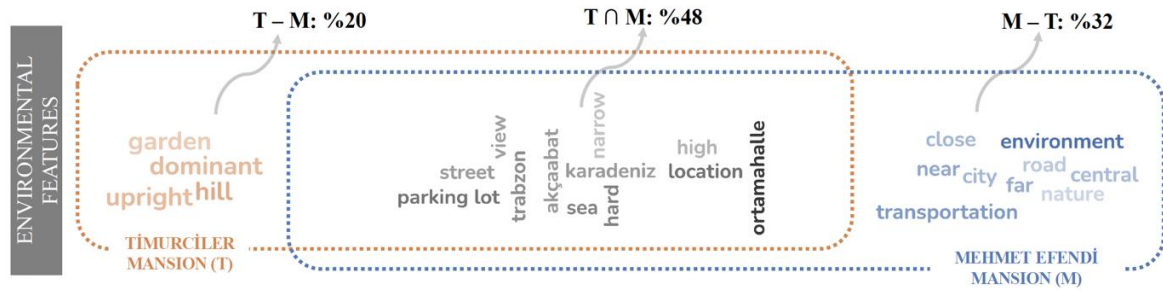
When evaluated in terms of emotional features, it is seen that positive words such as “beautiful, good, wonderful, excellent, comfortable, liked, enjoyable, peaceful, super, successful,

quality” are generally used about the building. When the sentences containing these words were examined, it was seen that the visual effect of the building, the pleasure of spending time in the building, its calm and relaxing environment, its dominance over the city, its view, its environment and its history were mentioned. It was observed that the words "bad" and "troublesome" were related to transportation, cold rooms in winter and lack of parking.

When evaluated in terms of temporal features, it is seen that the words "historical, old, nostalgia" are frequently used. When the sentences containing these words are examined, it is seen that the users derive from the historical background of the building, its traditional texture, the reminder of the old and the past, and that this is positively received by the users.

### 3.3. Comparison of Timurciler Mansion and Mehmet Efendi Mansion

When examined in terms of environmental features, it is seen that 48% of the frequently used words are common for the two structures. These words are "Karadeniz, high, Akçaabat, neighborhood, location, sea, view, narrow, Trabzon, Ortamahalle, difficult, parking lot and street". The reason for the high rate of common words is that both buildings are located in the same place, close to each other and in an area with the same topographic features. The words that differentiate Timurciler Mansion from Mehmet Efendi Mansion are the words "dominant, garden, upright and hill", which make up 20% of the total words. The words that differentiate Mehmet Efendi Mansion from Timurciler Mansion are the words "city, road, transportation, near, environment, far, nature and central", which constitute 32% (Figure 6). The fact that the area around Mehmet Efendi Mansion has more green areas than Timurciler Mansion can be explained as the reason why the word "nature" is used more, and the fact that it is located in the square of the neighborhood means the word "center" is used more for Mehmet Efendi Mansion.



**Fig. 6.** Comparison in terms of Environmental Features

When evaluated in terms of spatial features, it is seen that 34.4% of the frequently used words are common. These words are "open, outside, place, clean, venue, environment, mansion, authentic, texture and building". The fact that both buildings have indoor and outdoor usage areas has caused the words "open" and "outside" to be used frequently. In addition, the fact that the traditional features of both buildings are preserved and used today can be interpreted as the reason for the common use of the words "authentic, environment and texture". In Timurciler Mansion, the words that differ from Mehmet Efendi Mansion constitute 21.9% of the total words, while the words in Mehmet Efendi Mansion that differ from Timurciler Mansion constitute 43.8% (Figure 7). Since Mehmet Efendi Mansion, unlike Timurciler Mansion, provides accommodation services, it has caused words such as "reception, bed, room" to be used frequently. Physical environmental conditions such as "temperature" were more interpreted and evaluated in Mehmet Efendi Mansion, which was experienced for longer periods of time compared to Timurciler Mansion due to its accommodation function.

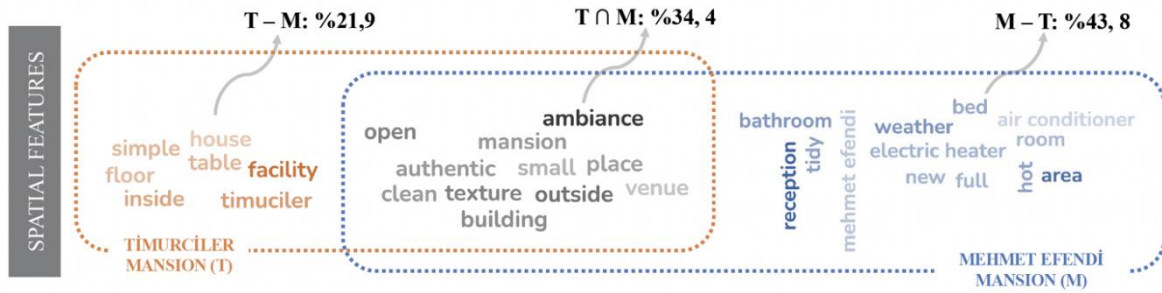


Fig. 7. Comparison in terms of Spatial Features

When examined in terms of functional features, it is seen that 50% of frequently used words are common. These words are "breakfast, cafe, eating, drinking, restaurant and visit". While Timurciler Mansion provides cafe services, Mehmet Efendi Mansion also provides food and beverage services for external guests in addition to its accommodation function. For this reason, common words are shaped according to the act of eating and drinking, which is the common function of both places. In Timurciler Mansion, the words that differ from Mehmet Efendi Mansion constitute 21.4% of the total words, while the words in Mehmet Efendi Mansion that differ from Timurciler Mansion constitute 28.6% (Figure 8). At this point, based on the different words, it can be said that Timurciler Mansion is more preferred than Mehmet Efendi Mansion for activities such as sitting and drinking coffee, while Mehmet Efendi Mansion stands out more with its accommodation function.

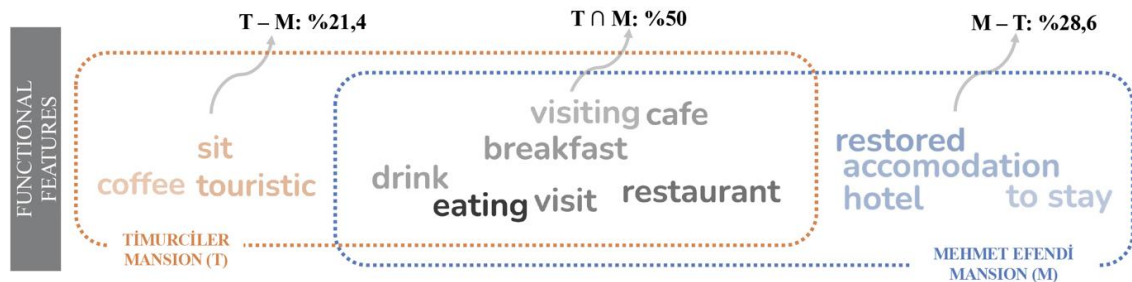
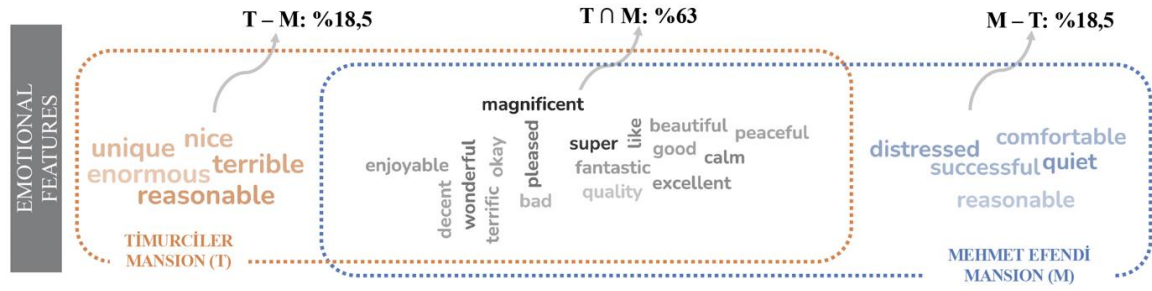


Fig. 8. Comparison in terms of Functional Features

When examined in terms of emotional features, it is seen that 63% of frequently used words are common. These are words with positive meanings such as "wonderful, pleased, beautiful, good, wonderful". The use of both buildings in their new functions while preserving their traditional features during the re-functional process was welcomed by the user. In Timurciler Mansion, the words that differ from Mehmet Efendi Mansion constitute 18.5% of the total words, while the words in Mehmet Efendi Mansion that differ from Timurciler Mansion constitute the same 18.5% (Figure 9). It can be said that the issue of "comfort" is given more importance and evaluation due to the longer time spent in the space due to the function of Mehmet Efendi Mansion. When the comments on "comfort" issues were examined, it was seen that the comfort of the beds was generally mentioned.





**Fig. 9.** Comparison in terms of Emotional Characteristics

When examined in terms of temporal features, 75% of the frequently used words are common words (Figure 10). Unlike Mehmet Efendi, the word "Ottoman" is included in the interpretations of Timurciler Mansion. The fact that the building is one of the most original examples of Ottoman architecture<sup>16</sup> has been effective in bringing it to the fore in this regard. The fact that both buildings were used as residences in the past and have been reconstructed today to serve different and current functions has caused almost all temporal interpretations to be common.



**Fig. 10.** Comparison in terms of Temporal Features

When Timurciler Mansion and Mehmet Efendi Mansion were compared in terms of frequently used words, the highest similarity rate was seen in emotional and temporal features. It is thought that the reason for this is the feeling of satisfaction that people feel due to the fact that the original identities of these buildings, which reflect the past, can be carried to the present day by re-functioning and bringing them into today's use. The biggest difference was in spatial features. It is thought that the reason for this is that different spaces come to the fore depending on the functions of the building and differences in spatial requirements.

## Conclusion

It is the common duty of all societies to protect traditional houses, which act as a bridge between the past, present and future, and to ensure their sustainability and transfer them to future generations. At this point, reuse is one of the most effective ways to keep traditional houses alive, just like all other historical buildings. Nowadays, new functions are given to traditional houses, but the user satisfaction resulting from the usage process and interaction with the user is not monitored. In the study, online comments, which are one of the most effective channels to obtain user opinions in determining user satisfaction, were researched on traditional houses in Trabzon Ortamahalle.

As a result of the study, it was seen that online comments contain important data in measuring user satisfaction. It can be said that Timurciler Mansion and Mehmet Efendi Mansion generally have positive effects on the user. The traditional and historical identity of the buildings, their visual features, diversity of use, environmental conditions and spatial features were decisive

<sup>16</sup> Saka, 2020.

in the formation of these positive effects. It can be said that the points that users see most negatively for buildings are generally transportation, parking, steep slopes, narrow streets and environmental conditions. The fact that both buildings are located in the same environment can be explained as the reason why users are talking about similar problems. Based on the online comments made for both buildings, it can be said that the new functions given to the residences affect the user satisfaction. It has been observed that the functions given to the building directly affect user evaluations, especially in terms of environmental, spatial and functional features of the building. Based on the data obtained within the scope of the study, it can be seen that a more successful refunctioning process can be achieved for traditional buildings when improvements are made in the points that users complain about by taking online comments into consideration. In this way, it is thought that it can contribute to the sustainable use of the building.

It is thought that the study will be a guide for other studies to be conducted in terms of revealing user satisfaction in repurposed traditional houses through online comments. It is thought that using online comments on traditional houses to determine the satisfaction level of spaces with different functions will contribute to the sustainable use of the space by improving its performance.

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