

Some aspects of questionnaire creation for researches of landscapes esthetic quality

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It is known that the polling method by the majority of researchers is considered as subjective. On the other hand, now it is necessary for relying on public opinion and it can be used as a base for comparison with the new developed techniques of estimation of landscape esthetic quality. For this reason questioning is an important stage of carrying out of the landscape esthetic estimates of the studied area. The first challenge faced by the researchers is the complexity of the questioning on the place within the research area.

Advantage of using pictures is a possibility to take them printed to make questioning in any territory. In this case special technical equipment is not required. However not every picture can be used for this task.

For receiving the qualitative and representative pictures suitable for making questioning the researcher needs to know and consider the features of visual system of the person and optical system: 1) rules of landscape photography, 2) the principles of visual perception, 3) features of display of object by camera (a color rendition and distortion of forms with distance from the focusing center). Besides, pictures have to comply with some technical requirements: 1) to display the prevailing landscapes, 2) the horizontal corner of the review is 100-120 degrees, 3) pictures must be accurate both on the near plan, and on average and distant plans.

In the researched area the most characteristic landscape types are determined by using the features of human visual perception then these landscapes are pictured implementing the methods of landscape photography, and considering the features of the filming system.

The area of the research was the northeastern part of the coastal zone of the Lake Khubsugul, Mongolia. More than 100 photos were taken, 23 of them are chosen for the questionnaire.

The questionnaire is created on the web-site <http://www.jotform.com> and placed on the web-site <http://estetland.ucoz.org>. Questions in the questionnaire are divided into 2 blocks: data of the respondents and esthetic assessment of landscapes. For determination of quality of basic data in the questionnaire the following techniques were implemented: 1) there were two pictures of the same landscape used, 2) similar indicators "beauty" and "esthetics" were considered, 3) correlation coefficients between various characteristics of landscapes and their "esthetic" quality were calculated.

According to the questionnaire results an influence of some integrated properties of landscapes to their esthetic estimations for respondents is defined. The chosen landscape properties are ranged based on the importance of the esthetic assessment as follows: transformation, harmony, beauty, unicity, variety. It is shown that for the receiving authentic data on esthetic preferences of respondents it is necessary to use the principles of representative photographing of landscapes. These results supplement previous results achieved by a method of the structural analysis of esthetic qualities of landscapes. It allowed ranging the landscapes on an esthetic quality and creating the map of esthetic resources of landscapes on the basis of the landscape-typological map of the studied area.

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