

Stability monitoring of the social structure of urban housing, with using SWOT-QSPM technique

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Abstract: Housing is the most basic needs of human being. It needs from the beginning to the present living history plays an important role in human life and is increasing every day and the most important supplier of civilization and preserve the culture of the society. Housing is the most essential element in the sustainable development of the city; according to its most basic it is known stabilization. The present article is done based on a SWOT-QSPM technique for monitoring the stability of the social structure of urban housing. Methodology in this study is a descriptive - analytic and kind of research is practically approach that is both quantitative and qualitative. Findings from Matrix elements of strategic internal and external social structure housing the Morad Tappe of karaj City and Islamabad that the internal factor, the total weighted score of 2.298 that means in Islamabad and Moradtappe weaknesses is dominant on strengths. In external factors, the total weighted score is 2.155 and threats are superior for the opportunities. strategies and approaches that of the quantities Strategic matrix (QSPM) which breakdown for the various strategies (so, st, wo, wt), from SWOT techniques to improve the situation of housing crisis based on final score, have been proposed.

Keywords: Sustainability, social structure housing, Technique SWOT-QSPM, Karaj

INTRODUCTION

Housing is the most basic needs of human being. It needs from the beginning to the present living history plays an important role in human life and every day is increasing its importance [1]. Housing is one of the requirements and detailed the necessities of life and an integral part of geographical perspectives and expresses its own culture and environment. In housing human needs is Satisfaction and thereby affect the quality of life and can guarantee stability of the life properly be correlated [2]. One of the Component of human right is a affordable housing. Without Doubt possessionHousing after air, food and clothing is the most basic necessities of life with honor and dignity. Housing is one of the foundations of good living standards and is Accommodation in order to achieve social justice [3]. Dezerayly believes that housing is important supplier of society and the foremost of civilization and holder culture[4].

Although no study to assess the sustainability of social housing in the city of Karaj and also the according to issues such bad housing, reduced habitable space density, residential and family size, etc. In the

housing in the area small residential Murat Tappe Islamabad and the city of Karaj, seems to do an assessment based on the principles of sustainable development is essential. Accurate understanding of the situation analysis, strategies can be used to solve problems in the area of housing and urban development of the principles of sustainable development. Actually do the research, analysis and monitoring based on SWOT-QSPM techniques stable social structure of urban housing is to solve existing problems and ways out of the present situation.

THEORETICAL RESEARCH

A category of housing is vast and complex and has diverse dimensions. Hence, it cannot provide a single, comprehensive definition. Accommodations are considered as a physical location and a basic need for shelter families. Within this shelter some of the basic needs of households or persons are provided such as: sleep, eat, rest, protection from weather and environmental conditions are summarized in nature [5]. In second meeting on human settlements it was held in Istanbul adequate housing is defined as adequate shelter not means just a roof over everyone's head. adequate

shelter are defined as the ideal shelter for rest, adequate space, adequate security, physical access security, ownership, sustainability and durability of the structure, lighting, ventilation and heating systems suitable for basic infrastructure such as water supply, health and education, waste management, environmental quality, affordable health factors, appropriate and accessible location with regard to work and basic facilities to all these cases the People can afford to be provided [6]. Indeed Housing is Least Visualization of Skeletal Relation Mutual between Man And Environment And Playing Role At The Crystallization Spatial Function Vital Residence of Human[7]. Housing has been The most Problem Life of People. Have Secure, safe And Comfortable Shelter is Wishes Of Human that in this way by help method and technologies try to improve and gain house [8].

Related to social Original function of Housing in addition is as a shelter, that providing favorable conditions for the family to meet family activities and One of Positive implications for this is the stability and unity of the family. Homes is closest space to human and men examine their relationship and an experience with others indeed is background for the larger community [9] In fact home is important dwelling of families are considered importance of Social Housing. One Of Factors Home Balance And Abide Community Human Been And Indeed Housing Family One Of Basic The Home Formation Donor Community [8].

SUSTAINABLE HOUSING

To cope with the negative impacts of urbanization on the severe using more land, water and healthy air, causing air pollution, noise pollution from vehicles, industry focus, vertical urban development and production of waste is essential sustainable development in housing and human settlements. Cities and human settlements should be developed if the cost is not passed on to future generations in this regard upon the ability of future generations not to meet your needs limited [10]. Housing is the most important element that in sustainable development of the city that known most fundamental way, for its stability. in addition Development of housing, the environment, affects to the economy, culture and social issues the increase in urbanization, and the demand Due to the growing housing needs of most housing authorities to attract people, but the main problem of , sustainable development is attention to next generation needs but also pay to the of the current housing needs of the community. The way it is change the state of housing, with a minimum's In the natural environment, allowing the next generation to give optimal to provide good living space. Accommodation, as an important component of the environment, plays a vital role in the sustainable development of cities. . Sustainable housing development embraces environmental aspects, social,

cultural, economic and housing that are intertwined with each other. Integrated perspective should be established based on the concept of sustainable development. So the concept of sustainable housing development can be described as "housing development in accordance with the housing needs and aspirations of the present generation without compromising the ability of future generations in accordance with their needs and demands to know. It can be said that the only real sustainable housing can recognize all three sides of the triangle, smart housing, environmental, social and economic obtained [11].

According to Mahmoudi sustainable housing has the following features [10]

- Design Housing that will provide shelter and security.
- Adjacent Areas with high density residential and use mixed- building on it.
- The use of open space such as streets parks and squares for facilitate social interaction and ecological health.
- Set a rules on complex Building with a view of areas and regions
- Improve relations with the local community.
- Exist the clear Water and promote hygiene compliance.
- Creating access disabled.
- Construction of housing based on for low-income people.
- To employ smart technology to improve security , Etc.

Stability of the social structure of urban housing

One of the major causes of environmental degradation is changed architectural patterns in the past decade, so that by changing the architecture model based on the architecture of the environment based on the new industrial technology, the natural environment and its interaction were eased with the architecture of the built environment in the form and urbanization. This problem because that citizen ship has no feeling to natural elements and development of cities based on new architect cause the destruction the cities. Now with increase this crisis requires measures to be taken to steer closer to the social behavior that closes to nature[10]

In terms Chiu is located four aspects of social sustainability housing [12].

1. Result of precondition social to production and consumption sustainable housing environment: preconditions of social and cultural for sustainable housing environment, promote environmental awareness in values, norms, habits the production and consumption of

housing. Without a doubt government play an important role in shaping Green values, attitudes and norms in production and consumption of housing.

2. Distribution and use of resources and assets, housing fairly, public housing policies often include the use of resources and offer subsidies to the needy is a concept of equality, which carries the concept of fairness is often used in the evaluation of housing policies and results.
3. Harmonious social relations within the system housing and social sustainability must include strengthening social cohesion and reducing social conflict and social stability. Use these principles housing system, the more harmonious relations between manufacturers and users of housing, landlords and tenants, and will be also between all residents.
4. Acceptable quality of housing conditions: this social and cultural aspects of sustainable housing is a little more concrete. Domestic housing conditions and housing quality include the external environment is immediate. Domestic housing conditions, including standard rooms per person, air natural light and etc. immediate external environment, including clean neighborhoods, access to recreational facilities and opportunities, air quality, and more.

METHODOLOGY

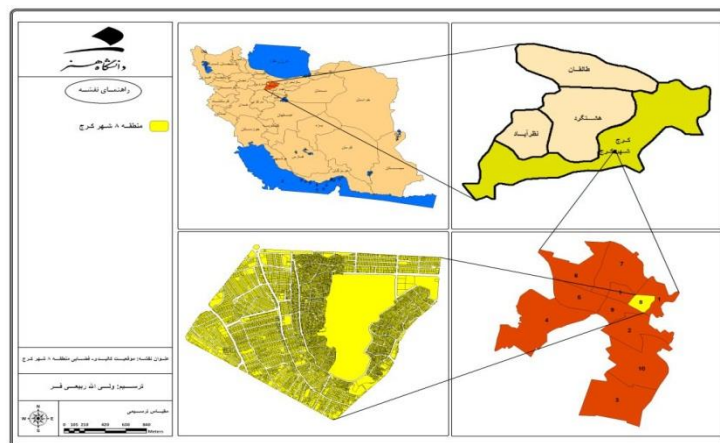
The research method in this study is a descriptive - analytic and type of study is practically

and approach that is both quantitative and qualitative. Generally ways to gather the necessary data collected from detailed studies of library research and use of evidence, of urban area development plans, field observations and interpretation of the data. Accommodation in Islamabad in the social structure and the meaning of the hill city of Karaj, Results of the analysis technique. SWOT-QSPM Is used as the weight and significance of the existing rating factors used by the experts and therapists. Monitoring and analysis of the stability of the social housing above the three-stage have been the hierarchical.

1. Assessment of internal strategic factors (IFE)
And outer (EFE)
2. Codification Four strategies SWOT
3. Forming a strategic planning matrix (QSPM)

Knowledge of the study area

Karaj, Alborz province, and the topography of the area of the mountain range has expanded considerably. Altitude of 1321 meters above sea level in the middle of the city Be. Due to the special geographical position is that the climate has varied over the years.'s2006 census, the city population was 1,386,030 people. Area Islamabad and understands the position of Branch Hill City, located in the northern city of Karaj. a. population in the 2006 Census, 84,526 people and an area of 353 hectares has been. region in terms of land area, but a few areas of high population density of the population in comparison with other areas and has allocated over Other areas are more ancient [13].



Map 1: Geographical location of the study area

Analysis

The approach to defining and analyzing sustainability of social housing situation in Islamabad and Moradhill town of Karaj, first, features are defined as social housing and housing standards and indicators in the social structure based on the expression of qualitative and quantitative information has been developed. The technique SWOT Within the framework of regional factors (strengths and

weaknesses) and external region (threats and opportunities) are considered. Finally, solutions to social problems and improving the quality of housing in urban sustainable development based on QSPM the area is presented. Assess the sustainability of social housing in the form of a hierarchical three-step process.

Assessment of internal and external strategic factors:

Internal and external factors, along with a final score of each area of social housing in the city of Karaj

hills Islamabad and meaning is expressed in the following tables:

Table 1: Matrix IFE Social housing in the city of Karaj region, Islamabad and Moradtappe

| Internal strategic factors | | Weight | current situation | Weighted score | Description |
|----------------------------|---|----------|-------------------|----------------|---|
| Weaknesses | -W ₁ Top of the households in the area | 0.053 | 1 | 0.053 | 29.5 percent of households in the area are more than 4 people. |
| | -W ₂ The high density of households in housing units | 0.053 | 1 | 0.053 | 77.2% of households in housing units in the high density region 1. |
| | -W ₃ Neighborhoods with high rates of extended families and single | 0.035 | 2 | 0.070 | The types of households in the first and third quarters, respectively, 30 and 24% are devoted to. |
| | -W ₄ The high rate of residential units for rent - Mortgage | 0.070 | 2 | 0.140 | 44 percent of the rental housing - mortgage are |
| | -W ₅ There are single room dwelling units | 0.035 | 2 | 0.070 | |
| | -W ₆ There are houses with an average level of 75 meter below base | 0.053 | 2 | 0.105 | Area amounts to 5.07 percent. |
| | -W ₇ Statistical area with a shortage of over 20 percent of residential | 0.070 | 2 | 0.140 | |
| | -W ₈ The high ratio of bad housing in the region | 0.053 | 1 | 0.053 | 35.2% of the area to be marginalized. |
| | -W ₉ Residents to participate in the regulation of financial weakness | 0.053 | 1 | 0.053 | |
| | -W ₁₀ The high ratio of the radius of a spur residential park access | 0.035 | 2 | 0.070 | 74.4% of the residential area outside of the radius of the neighborhood parks are available. |
| Strengths | S ₁ - Households in the high places of the region during your stay | 0.035 | 3 | 0.105 | Average stay above 30 years. |
| | S ₂ - Ratio of residential real estate (personal) | 0.070 | 3 | 0.211 | 56% of the housing estate (personal) Are. |
| | S ₃ - There are 3 rooms in housing units 3 and above | 0.053 | 3 | 0.158 | |
| | S ₄ - There is no shortage of housing statistical area | 0.070 | 4 | 0.281 | 22.79% of the housing shortage in the area of statistical zero. |
| | S ₅ - There are houses with an average per capita basis from 35 to 45 m | 0.053 | 3 | 0.158 | |
| | S ₆ - Get all the radius of the primary and secondary school access | 0.035 | 3 | 0.105 | |
| | S ₇ - High dynamics and vitality of the communities in the region | 0.053 | 3 | 0.158 | Due to the high correlation among neighborhood residents |
| | S ₈ - Reduction in population migration | 0.035 | 3 | 0.105 | |
| | S ₉ - There are valuable elements of historical - cultural identity and historical memory as a mosque and religious inclusion in | 0.035 | 3 | 0.105 | |
| | S ₁₀ - Strengthen rural and urban culture of pale | 0.053 | 2 | 0.105 | |
| Sum | | 1 | | 2.298 | |

Table 2: Matrix EFE at Social housing in the city of Karaj region, Islamabad and Moradtappe

| External strategic factors | | Weight | My current situation | Weighted score | Description |
|----------------------------|---|--------|----------------------|----------------|---|
| Threats | T1 ₁ - Multiplication and division of two-level poverty (poor and rich) in the region | 0.052 | 2 | 0.103 | |
| | T2 ₂ - Rapid increase in single households and weakening of the regional dynamics | 0.052 | 2 | 0.103 | |
| | T3 ₃ - Low quality of life due to lack of security and comfort | 0.052 | 1 | 0.052 | |
| | T4 ₄ - Long-term adverse social impacts, followed by lack of green space, children's park and public recreation Area | 0.034 | 1 | 0.034 | |
| | T5 ₅ - Lack Attention To Characteristics Cultural Iranian At Design houses New | 0.034 | 2 | 0.069 | |
| | T6 ₆ - Lack of sense of belonging and social instability due to migrants and ethnic diversity and cultural capital without cohesion and social integration | 0.052 | 2 | 0.103 | |
| | T7 ₇ - The existence and spread of damage due to an increase in social anomalies and young population, shortages and deprivations | 0.052 | 1 | 0.052 | |
| | T8 ₈ - To improve the living conditions of the people remain distrustful of their future | 0.052 | 1 | 0.052 | |
| | T9 ₉ - Remain socially undesirable reputation and image of the region | 0.052 | 1 | 0.052 | |
| | T10 ₁₀ - Continuing the trend of low-income housing with affordable housing incentives to achieve | 0.034 | 1 | 0.034 | |
| Opportunities | O1 ₁ - Ability of Urban and Regional Frashhry the prestigious location in the city of Karaj | 0.052 | 3 | 0.155 | |
| | O2 ₂ - Especially at municipal management district for special occasion | 0.069 | 2 | 0.138 | |
| | O3 ₃ - Despite the decline in family size | 0.052 | 3 | 0.155 | |
| | O4 ₄ - Increasing tendency of people to live in apartments. | 0.052 | 2 | 0.103 | |
| | O5 ₅ - In most segments of the region's ethnic | 0.034 | 3 | 0.103 | Different ethnic groups (Persians, Turks, Kurds, Lurs, and ...) |
| | O6 ₆ - Capacity of the cultural - religious and regional identity crutch | 0.052 | 2 | 0.103 | |
| | S7 ₆ - Cooperative housing development in the area of ground | 0.052 | 3 | 0.155 | Due to the high correlation among neighborhood residents |
| | O8 ₈ - The reorganization plan of the regional | 0.069 | 4 | 0.276 | Used to remove the abnormal area of the image |
| | O9 ₉ - High affinity and cooperative spirit of the people in the region to improve the situation | 0.052 | 3 | 0.155 | |
| | O10 ₁₀ - Young age composition of the population | 0.052 | 3 | 0.155 | As an engine of regional development |
| Sum | 1 | | 2.155 | | |

Internal and external matrix strategic factors and meaning of social housing in the Moradtappe of Islamabad Branch represents that internal factors of the matrix table (Table 46-5), the total weighted score of 2.298, which is lower than the value obtained from the average (2.5) which weaknesses in the structure and meaning of social housing in the Moradtappe and Islamabad of Karaj, are the major strengths' external matrix table (Table 2), the total weighted score is 2.155. Again, the resulting number Average is lower than the threats and opportunities are not used properly in order to regain most of their opportunities and threats.

Codification Four strategies: SWOT

Matrix strategies based on the comparison of internal factors (strengths and weaknesses) and external factors (opportunities and threats) that the condition of social housing in the city of Karaj region, Moradtappe Islamabad and means offensive strategies (SO) Contingency (ST) Adaptive (WO) And defensive (WT) Guidelines have been drawn and are presented in the following table shows:

Table 3: Matrix of the four strategies of social housing in Islamabad and Moradtappe City Branch

| Internal factors External factors | Strengths (S) | Weaknesses (W) |
|--------------------------------------|---|--|
| Opportunities (o) | <p>SO1₁ - Provide field of Urban and Regional city its special status in the city of Karaj</p> <p>SO2₂ - Create appropriate and compatible uses in order to maintain and enhance the vitality, dynamism, being active in the active community</p> <p>SO3₃ - Increasing urbanization and strengthen the culture of the residents, especially the lower strata (lower income) in</p> <p>SO4₄ - Efficient use of existing cooperative housing development in the area</p> | <p>WO1₁ - Principal executive reorganization plan with the participation of local residents in order to encourage people to improve their future lives.</p> <p>WO2₂ - Comprehensive plan to provide affordable housing to low-income households</p> <p>WO3₃ - Policy actions that On Preserving memories of cultural values and identity - belonged to strengthen their community and sense of place in neighborhoods populated area</p> <p>WO4₄ - Establish and reinforce motivations of social, cultural and intellectual space for public participation in maintaining and improving residential and urban.</p> |
| Threats (T) | <p>ST1₁ - Promote housing patterns designed new houses, according to the cultural characteristics of</p> <p>ST2₂ - Capacity and recovery of valuable historical elements - social, cultural, and religious, in order to remove undesired image regions</p> <p>ST3₃ - Creating employment for the youth to stop the spread of social disorder and to improve the economic situation in the wake of rising quality of life for its residents.</p> <p>ST4₄ - Balanced development and strengthening of distribution facilities and services, in order to avoid destroying the two-level divisions (poor and rich) region</p> | <p>WT1₁ - Arranging marginalization of the region prevent it from spreading to the surrounding</p> <p>WT2₂ - Development of green spaces, parks and cultural centers in the region to access child welfare and its inhabitants</p> <p>WT3₃ - Establish and strengthen security, peace and comfort of residents. Social participation of citizens in the community</p> <p>WT4₄ - Save morale contribute to cohesion and integration of ethnic and social diversity</p> |

Forming a strategic planning matrix(QSPM):

All strategies are reviewed and prioritized By Using the matrix QSPM or Quantitative strategic planning matrix, Strategic factor measured in any strategy (strategy and it has been rated. Accumulation

rates in the table are calculated as the number Rate is the priority strategies. These options Different strategies for social housing construction in Islamabad and MoradTappe Karaj are comparable with the numerical value of priority.

Table 4 - Matrix QSPM Internal factors Strategies SO & ST Social structurein Islamabad and Moradtappe City Karaj

| SO & ST | | | | | | | | | | | | | | | | امتیاز مورادون | IFE |
|-----------------|----|-----------------|----|-----------------|----|-----------------|----|-----------------|----|-----------------|----|-----------------|----|-----------------|----|----------------|----------------|
| ST ₄ | | ST ₃ | | ST ₂ | | ST ₁ | | So ₄ | | So ₃ | | So ₂ | | So ₁ | | | |
| TAS | AS | TAS | AS | TAS | AS | TAS | AS | TAS | AS | TAS | AS | TAS | AS | TAS | AS | | |
| 0.053 | 1 | 0.106 | 2 | 0.053 | 1 | 0.053 | 1 | 0.053 | 1 | 0.053 | 1 | 0.053 | 1 | 0.053 | 1 | 0.053 | W ₁ |
| 0.106 | 2 | 0.106 | 2 | 0.053 | 1 | 0.053 | 1 | 0.159 | 3 | 0.053 | 1 | 0.053 | 1 | 0.053 | 1 | 0.053 | W ₂ |
| 0.07 | 1 | 0.14 | 2 | 0.07 | 1 | 0.07 | 1 | 0.07 | 1 | 0.07 | 1 | 0.07 | 1 | 0.07 | 1 | 0.070 | W ₃ |
| 0.28 | 2 | 0.56 | 4 | 0.14 | 1 | 0.14 | 1 | 0.42 | 3 | 0.28 | 2 | 0.14 | 1 | 0.14 | 1 | 0.140 | W ₄ |
| 0.14 | 2 | 0.14 | 2 | 0.07 | 1 | 0.14 | 2 | 0.21 | 3 | 0.14 | 2 | 0.07 | 1 | 0.07 | 1 | 0.070 | W ₅ |
| 0.21 | 2 | 0.21 | 2 | 0.105 | 1 | 0.21 | 2 | 0.315 | 3 | 0.21 | 2 | 0.105 | 1 | 0.105 | 1 | 0.105 | W ₆ |
| 0.28 | 2 | 0.28 | 2 | 0.14 | 1 | 0.28 | 2 | 0.42 | 3 | 0.28 | 2 | 0.14 | 1 | 0.28 | 2 | 0.140 | W ₇ |

| | | | | | | | | | | | | | | | | | |
|-------|---|-------|---|-------|---|-------|---|-------|---|-------|---|-------|---|-------|---|-------|-----------------|
| 0.106 | 2 | 0.159 | 3 | 0.053 | 1 | 0.159 | 3 | 0.159 | 3 | 0.159 | 3 | 0.053 | 1 | 0.106 | 2 | 0.053 | W ₈ |
| 0.159 | 3 | 0.212 | 4 | 0.053 | 1 | 0.053 | 1 | 0.106 | 2 | 0.053 | 1 | 0.053 | 1 | 0.106 | 2 | 0.053 | W ₉ |
| 0.14 | 2 | 0.07 | 1 | 0.07 | 1 | 0.07 | 1 | 0.07 | 1 | 0.07 | 1 | 0.21 | 3 | 0.14 | 2 | 0.070 | W ₁₀ |
| 0.21 | 2 | 0.105 | 1 | 0.21 | 2 | 0.105 | 1 | 0.105 | 1 | 0.105 | 1 | 0.105 | 1 | 0.105 | 1 | 0.105 | S ₁ |
| 0.633 | 3 | 0.844 | 4 | 0.211 | 1 | 0.422 | 2 | 0.633 | 3 | 0.422 | 2 | 0.211 | 1 | 0.211 | 1 | 0.211 | S ₂ |
| 0.316 | 2 | 0.474 | 3 | 0.158 | 1 | 0.474 | 3 | 0.474 | 3 | 0.316 | 2 | 0.158 | 1 | 0.158 | 1 | 0.158 | S ₃ |
| 0.843 | 3 | 1.124 | 4 | 0.281 | 1 | 0.843 | 3 | 0.843 | 3 | 0.562 | 2 | 0.281 | 1 | 0.281 | 1 | 0.281 | S ₄ |
| 0.316 | 2 | 0.316 | 2 | 0.158 | 1 | 0.474 | 3 | 0.474 | 3 | 0.316 | 2 | 0.158 | 1 | 0.158 | 1 | 0.158 | S ₅ |
| 0.105 | 1 | 0.105 | 1 | 0.105 | 1 | 0.105 | 1 | 0.105 | 1 | 0.105 | 1 | 0.315 | 3 | 0.21 | 2 | 0.105 | S ₆ |
| 0.316 | 2 | 0.474 | 3 | 0.316 | 2 | 0.316 | 2 | 0.316 | 2 | 0.158 | 1 | 0.632 | 4 | 0.474 | 3 | 0.158 | S ₇ |
| 0.105 | 1 | 0.105 | 1 | 0.105 | 1 | 0.105 | 1 | 0.105 | 1 | 0.105 | 1 | 0.105 | 1 | 0.105 | 1 | 0.105 | S ₈ |
| 0.21 | 2 | 0.21 | 2 | 0.42 | 4 | 0.105 | 1 | 0.105 | 1 | 0.105 | 1 | 0.21 | 2 | 0.315 | 3 | 0.105 | S ₉ |
| 0.21 | 2 | 0.105 | 1 | 0.315 | 3 | 0.21 | 2 | 0.21 | 2 | 0.42 | 4 | 0.105 | 1 | 0.315 | 3 | 0.105 | S ₁₀ |
| 4.808 | | 5.845 | | 3.086 | | 4.387 | | 5.352 | | 3.982 | | 3.227 | | 3.455 | | | جمع |

Table 5 - Matrix QSPM external SO & ST strategies for social housing construction in Islamabad and Moradtappe City Karaj

| SO & ST | | | | | | | | | | | | | | | | میزان موزون | EFE |
|-----------------|----|-----------------|----|-----------------|----|-----------------|----|-----------------|----|-----------------|----|-----------------|----|-----------------|----|----------------|-----------------|
| ST ₄ | | ST ₃ | | ST ₂ | | ST ₁ | | So ₄ | | So ₃ | | So ₂ | | So ₁ | | | |
| TAS | AS | TAS | AS | TAS | AS | TAS | AS | TAS | AS | TAS | AS | TAS | AS | TAS | AS | | |
| 0.412 | 4 | 0.412 | 4 | 0.206 | 2 | 0.206 | 2 | 0.206 | 2 | 0.103 | 1 | 0.206 | 2 | 0.309 | 3 | 0.103 | T ₁ |
| 0.206 | 2 | 0.206 | 2 | 0.206 | 2 | 0.103 | 1 | 0.103 | 1 | 0.103 | 1 | 0.309 | 3 | 0.103 | 1 | 0.103 | T ₂ |
| 0.104 | 2 | 0.104 | 2 | 0.104 | 2 | 0.156 | 3 | 0.104 | 2 | 0.104 | 2 | 0.156 | 3 | 0.156 | 3 | 0.052 | T ₃ |
| 0.102 | 3 | 0.068 | 2 | 0.034 | 1 | 0.034 | 1 | 0.034 | 1 | 0.034 | 1 | 0.102 | 3 | 0.068 | 2 | 0.034 | T ₄ |
| 0.138 | 2 | 0.138 | 2 | 0.138 | 2 | 0.276 | 4 | 0.207 | 3 | 0.138 | 2 | 0.069 | 1 | 0.138 | 2 | 0.069 | T ₅ |
| 0.206 | 2 | 0.206 | 2 | 0.206 | 2 | 0.103 | 1 | 0.206 | 2 | 0.206 | 2 | 0.206 | 2 | 0.309 | 3 | 0.103 | T ₆ |
| 0.156 | 3 | 0.208 | 4 | 0.156 | 3 | 0.052 | 1 | 0.104 | 2 | 0.052 | 1 | 0.104 | 2 | 0.156 | 3 | 0.052 | T ₇ |
| 0.156 | 3 | 0.156 | 3 | 0.104 | 2 | 0.104 | 2 | 0.104 | 2 | 0.104 | 2 | 0.104 | 2 | 0.052 | 1 | 0.052 | T ₈ |
| 0.156 | 3 | 0.156 | 3 | 0.208 | 4 | 0.104 | 2 | 0.104 | 2 | 0.104 | 2 | 0.156 | 3 | 0.156 | 3 | 0.052 | T ₉ |
| 0.068 | 2 | 0.136 | 4 | 0.068 | 2 | 0.068 | 2 | 0.068 | 2 | 0.102 | 3 | 0.034 | 1 | 0.068 | 2 | 0.034 | T ₁₀ |
| 0.31 | 2 | 0.31 | 2 | 0.31 | 2 | 0.31 | 2 | 0.465 | 3 | 0.465 | 3 | 0.465 | 3 | 0.62 | 4 | 0.155 | O ₁ |
| 0.276 | 2 | 0.276 | 2 | 0.414 | 3 | 0.414 | 3 | 0.276 | 2 | 0.414 | 3 | 0.414 | 3 | 0.414 | 3 | 0.138 | O ₂ |
| 0.155 | 1 | 0.155 | 1 | 0.155 | 1 | 0.155 | 1 | 0.155 | 1 | 0.155 | 1 | 0.155 | 1 | 0.155 | 1 | 0.155 | O ₃ |
| 0.206 | 2 | 0.206 | 2 | 0.206 | 2 | 0.206 | 2 | 0.309 | 3 | 0.412 | 4 | 0.103 | 1 | 0.103 | 1 | 0.103 | O ₄ |
| 0.103 | 1 | 0.103 | 1 | 0.103 | 1 | 0.103 | 1 | 0.103 | 1 | 0.206 | 2 | 0.103 | 1 | 0.103 | 1 | 0.103 | O ₅ |
| 0.206 | 2 | 0.206 | 2 | 0.412 | 4 | 0.103 | 1 | 0.103 | 1 | 0.103 | 1 | 0.206 | 2 | 0.206 | 2 | 0.103 | O ₆ |
| 0.31 | 2 | 0.31 | 2 | 0.31 | 2 | 0.465 | 3 | 0.62 | 4 | 0.31 | 2 | 0.31 | 2 | 0.155 | 1 | 0.155 | O ₇ |
| 0.828 | 3 | 0.828 | 3 | 0.828 | 3 | 0.828 | 3 | 0.828 | 3 | 0.828 | 3 | 1.104 | 4 | 0.828 | 3 | 0.276 | O ₈ |
| 0.31 | 2 | 0.465 | 3 | 0.31 | 2 | 0.31 | 2 | 0.465 | 3 | 0.31 | 2 | 0.465 | 3 | 0.155 | 1 | 0.155 | O ₉ |
| 0.155 | 1 | 0.62 | 4 | 0.155 | 1 | 0.155 | 1 | 0.155 | 1 | 0.155 | 1 | 0.31 | 2 | 0.155 | 1 | 0.155 | O ₁₀ |
| 4.563 | | 5.269 | | 4.633 | | 4.255 | | 4.719 | | 4.408 | | 5.081 | | 4.409 | | | جمع |
| 9.371 | | 11.114 | | 7.719 | | 8.642 | | 10.071 | | 8.39 | | 8.308 | | 7.864 | | | جمع کل |

Table 6 - Matrix QSPM internal factors Islamabad Regional Housing Strategies WO & WT social structure in Islamabad and Moradtappe City Karaj

| SO & ST | | | | | | | | | | | | | | | | میزان موزون | IFE |
|-----------------|----|-----------------|----|-----------------|----|-----------------|----|-----------------|----|-----------------|----|-----------------|----|-----------------|----|----------------|----------------|
| WT ₄ | | WT ₃ | | WT ₂ | | WT ₁ | | Wo ₄ | | Wo ₃ | | Wo ₂ | | Wo ₁ | | | |
| TAS | AS | TAS | AS | TAS | AS | TAS | AS | TAS | AS | TAS | AS | TAS | AS | TAS | AS | | |
| 0.053 | 1 | 0.053 | 1 | 0.053 | 1 | 0.053 | 1 | 0.053 | 1 | 0.053 | 1 | 0.053 | 1 | 0.053 | 1 | 0.053 | W ₁ |
| 0.053 | 1 | 0.053 | 1 | 0.053 | 1 | 0.159 | 3 | 0.106 | 2 | 0.053 | 1 | 0.106 | 2 | 0.106 | 2 | 0.053 | W ₂ |
| 0.07 | 1 | 0.07 | 1 | 0.07 | 1 | 0.14 | 2 | 0.14 | 2 | 0.07 | 1 | 0.14 | 2 | 0.07 | 1 | 0.070 | W ₃ |
| 0.14 | 1 | 0.14 | 1 | 0.14 | 1 | 0.28 | 2 | 0.28 | 2 | 0.14 | 1 | 0.42 | 3 | 0.28 | 2 | 0.140 | W ₄ |
| 0.07 | 1 | 0.07 | 1 | 0.07 | 1 | 0.21 | 3 | 0.21 | 3 | 0.07 | 1 | 0.21 | 3 | 0.14 | 2 | 0.070 | W ₅ |
| 0.105 | 1 | 0.105 | 1 | 0.105 | 1 | 0.315 | 3 | 0.21 | 2 | 0.105 | 1 | 0.315 | 3 | 0.21 | 2 | 0.105 | W ₆ |
| 0.14 | 1 | 0.14 | 1 | 0.14 | 1 | 0.42 | 3 | 0.28 | 2 | 0.14 | 1 | 0.42 | 3 | 0.28 | 2 | 0.140 | W ₇ |
| 0.053 | 1 | 0.053 | 1 | 0.053 | 1 | 0.212 | 4 | 0.159 | 3 | 0.053 | 1 | 0.212 | 4 | 0.159 | 3 | 0.053 | W ₈ |

| | | | | | | | | | | | | | | | | | |
|-------|---|-------|---|-------|---|-------|---|-------|---|-------|---|-------|---|-------|---|-------|-----------------|
| 0.053 | 1 | 0.053 | 1 | 0.053 | 1 | 0.106 | 2 | 0.106 | 2 | 0.053 | 1 | 0.106 | 2 | 0.106 | 2 | 0.053 | W ₉ |
| 0.07 | 1 | 0.07 | 1 | 0.28 | 4 | 0.14 | 2 | 0.14 | 2 | 0.07 | 1 | 0.07 | 1 | 0.14 | 2 | 0.070 | W ₁₀ |
| 0.21 | 2 | 0.21 | 2 | 0.21 | 2 | 0.21 | 2 | 0.21 | 2 | 0.21 | 2 | 0.105 | 1 | 0.105 | 1 | 0.105 | S ₁ |
| 0.211 | 1 | 0.211 | 1 | 0.211 | 1 | 0.633 | 3 | 0.422 | 2 | 0.422 | 2 | 0.633 | 3 | 0.422 | 2 | 0.211 | S ₂ |
| 0.158 | 1 | 0.158 | 1 | 0.158 | 1 | 0.474 | 3 | 0.316 | 2 | 0.158 | 1 | 0.474 | 3 | 0.316 | 2 | 0.158 | S ₃ |
| 0.281 | 1 | 0.281 | 1 | 0.281 | 1 | 0.843 | 3 | 0.843 | 3 | 0.281 | 1 | 1.124 | 4 | 0.843 | 3 | 0.281 | S ₄ |
| 0.158 | 1 | 0.158 | 1 | 0.158 | 1 | 0.316 | 2 | 0.316 | 2 | 0.158 | 1 | 0.474 | 3 | 0.316 | 2 | 0.158 | S ₅ |
| 0.105 | 1 | 0.105 | 1 | 0.42 | 4 | 0.21 | 2 | 0.21 | 2 | 0.105 | 1 | 0.105 | 1 | 0.21 | 2 | 0.105 | S ₆ |
| 0.474 | 3 | 0.632 | 4 | 0.316 | 2 | 0.316 | 2 | 0.474 | 3 | 0.474 | 3 | 0.158 | 1 | 0.316 | 2 | 0.158 | S ₇ |
| 0.21 | 2 | 0.21 | 2 | 0.105 | 1 | 0.21 | 2 | 0.105 | 1 | 0.105 | 1 | 0.21 | 2 | 0.105 | 1 | 0.105 | S ₈ |
| 0.21 | 2 | 0.21 | 2 | 0.315 | 3 | 0.21 | 2 | 0.315 | 3 | 0.42 | 4 | 0.105 | 1 | 0.21 | 2 | 0.105 | S ₉ |
| 0.315 | 3 | 0.315 | 3 | 0.21 | 2 | 0.21 | 2 | 0.21 | 2 | 0.315 | 3 | 0.21 | 2 | 0.21 | 2 | 0.105 | S ₁₀ |
| 3.139 | | 3.297 | | 3.401 | | 5.667 | | 5.105 | | 3.455 | | 5.65 | | 4.597 | | | جمع |

Table 7 - Matrix WO & WT QSPM external social structure housing strategies in Islamabad and Moradtappe City Karaj

| WO & WT | | | | | | | | | | | | | | | | رتبه | EFE |
|-----------------|----|-----------------|----|-----------------|----|-----------------|----|-----------------|----|-----------------|----|-----------------|----|-----------------|----|-------|-----------------|
| WT ₄ | | WT ₃ | | WT ₂ | | WT ₁ | | Wo ₄ | | Wo ₃ | | Wo ₂ | | Wo ₁ | | | |
| TAS | AS | TAS | AS | TAS | AS | TAS | AS | TAS | AS | TAS | AS | TAS | AS | TAS | AS | | |
| 0.206 | 2 | 0.206 | 2 | 0.309 | 3 | 0.309 | 3 | 0.206 | 2 | 0.206 | 2 | 0.206 | 2 | 0.309 | 3 | 0.103 | T ₁ |
| 0.103 | 1 | 0.206 | 2 | 0.206 | 2 | 0.206 | 2 | 0.206 | 2 | 0.309 | 3 | 0.103 | 1 | 0.206 | 2 | 0.103 | T ₂ |
| 0.156 | 3 | 0.208 | 4 | 0.156 | 3 | 0.156 | 3 | 0.156 | 3 | 0.104 | 2 | 0.104 | 2 | 0.104 | 2 | 0.052 | T ₃ |
| 0.068 | 2 | 0.068 | 2 | 0.136 | 4 | 0.068 | 2 | 0.102 | 3 | 0.068 | 2 | 0.034 | 1 | 0.068 | 2 | 0.034 | T ₄ |
| 0.069 | 1 | 0.069 | 1 | 0.138 | 2 | 0.138 | 2 | 0.138 | 2 | 0.138 | 2 | 0.207 | 3 | 0.138 | 2 | 0.069 | T ₅ |
| 0.412 | 4 | 0.206 | 2 | 0.206 | 2 | 0.206 | 2 | 0.309 | 3 | 0.412 | 4 | 0.103 | 1 | 0.206 | 2 | 0.103 | T ₆ |
| 0.156 | 3 | 0.156 | 3 | 0.104 | 2 | 0.156 | 3 | 0.156 | 3 | 0.208 | 4 | 0.104 | 2 | 0.156 | 3 | 0.052 | T ₇ |
| 0.104 | 2 | 0.104 | 2 | 0.156 | 3 | 0.156 | 3 | 0.104 | 2 | 0.104 | 2 | 0.104 | 2 | 0.208 | 4 | 0.052 | T ₈ |
| 0.156 | 3 | 0.104 | 2 | 0.156 | 3 | 0.156 | 3 | 0.156 | 3 | 0.104 | 2 | 0.156 | 3 | 0.156 | 3 | 0.052 | T ₉ |
| 0.034 | 1 | 0.034 | 1 | 0.068 | 2 | 0.068 | 2 | 0.068 | 2 | 0.034 | 1 | 0.102 | 3 | 0.068 | 2 | 0.034 | T ₁₀ |
| 0.31 | 2 | 0.31 | 2 | 0.465 | 3 | 0.31 | 2 | 0.465 | 3 | 0.31 | 2 | 0.31 | 2 | 0.31 | 2 | 0.155 | O ₁ |
| 0.414 | 3 | 0.414 | 3 | 0.414 | 3 | 0.414 | 3 | 0.414 | 3 | 0.276 | 2 | 0.414 | 3 | 0.276 | 2 | 0.138 | O ₂ |
| 0.155 | 1 | 0.155 | 1 | 0.155 | 1 | 0.155 | 1 | 0.31 | 2 | 0.155 | 1 | 0.155 | 1 | 0.155 | 1 | 0.155 | O ₃ |
| 0.103 | 1 | 0.103 | 1 | 0.206 | 2 | 0.206 | 2 | 0.206 | 2 | 0.206 | 2 | 0.309 | 3 | 0.206 | 2 | 0.103 | O ₄ |
| 0.309 | 3 | 0.206 | 2 | 0.103 | 1 | 0.103 | 1 | 0.206 | 2 | 0.206 | 2 | 0.206 | 2 | 0.206 | 2 | 0.103 | O ₅ |
| 0.206 | 2 | 0.103 | 1 | 0.206 | 2 | 0.206 | 2 | 0.309 | 3 | 0.309 | 3 | 0.206 | 2 | 0.206 | 2 | 0.103 | O ₆ |
| 0.155 | 1 | 0.155 | 1 | 0.155 | 1 | 0.31 | 2 | 0.31 | 2 | 0.155 | 1 | 0.465 | 3 | 0.31 | 2 | 0.155 | O ₇ |
| 0.828 | 3 | 0.828 | 3 | 1.104 | 4 | 1.104 | 4 | 0.828 | 3 | 0.828 | 3 | 0.828 | 3 | 1.104 | 4 | 0.276 | O ₈ |
| 0.465 | 3 | 0.465 | 3 | 0.31 | 2 | 0.31 | 2 | 0.31 | 2 | 0.31 | 2 | 0.31 | 2 | 0.465 | 3 | 0.155 | O ₉ |
| 0.31 | 2 | 0.31 | 2 | 0.31 | 2 | 0.31 | 2 | 0.31 | 2 | 0.31 | 2 | 0.155 | 1 | 0.31 | 2 | 0.155 | O ₁₀ |
| 4.719 | | 4.41 | | 5.063 | | 5.047 | | 5.269 | | 4.752 | | 4.581 | | 5.167 | | | جمع |
| 7.858 | | 7.707 | | 8.464 | | 10.714 | | 10.374 | | 8.207 | | 10.231 | | 9.764 | | | جمع كل |

The planning tables are a little strategic for social housing in the city of Karaj Moradtappe Islamabad Has been developed and mean separation for a variety of strategies (so, st, wo, wt). Strategies ST3 With a maximum score of 11.114 as Creating employment for the youth to stop the spread of social disorder and to improve the economic situation in the wake of the rising quality of life for residents, the best strategy is proposed in the area of social housing. & Strategy WT1 arranging marginalization of the region with a score of 10.714 and spread it around, as is the second strategy. Strategies WO4 With a score of 10.374 to establish and strengthen the incentives of the social, cultural and intellectual space for public participation in maintaining and improving urban residential and the third is introduced.

CONCLUSIONS AND RECOMMENDATIONS

Housing Of Long has Been The most Problem Life People. Have Shelter Sure, Secure

And Comfortable Is Wishes Long Each Human. which in this Way With help Recourse To Species Method And Technology And Try At Better Show Process Figure Of And Development The Wish Have It is one of the most basic standard of living is desirable and an introduction to the achievement of social justice. In fact, the housing provider and the protector of civilized society is the most important element in the sustainable development of the city in the most basic way, its stability is known the only real sustainable housing can recognize all three sides of the triangle, smart housing, environmental, social and economic obtained.

Results obtained from the matrix Factors Strategic Internal And Outer Structure Social Housing Area Islam abad And Moradtappe City Branch Show Donor This Is That Factors Internal Total Privilege Weight Gallows 2.298 a Is That Number The resulting Low Wet Of Average (2.5)

are Is That Weakness The structure Social Housing At Area Islam Fallen And Meaning Hill City Branch On Strengths Dominant The Requirements.'s Factors Foreign Total Privilege Weight Gallows 2.155 a Be.'s Here Both Number The resulting Of Average Less The Is That Of Opportunities Available To Accuracy At Direction Dominant Be On Threats Use Not Is And Threats On Opportunities Are superior.

But the strategies and approaches of quantitative strategic planning matrix (QSPM) The breakdown for the various strategies (so, st, wo, wt), The technique is the SWOT., For out of the housing situation in the region are poor and unstable social construction of housing for the city of Karaj movement toward the hilly area of Islamabad and Morad urban sustainable development in order of preference (based on the final score), the following are recommended strategies and solutions;

Table 8 - Prioritize strategies and regional housing strategies, social structure and meaning hill in Islamabad Branch

| Rank | Final Score | Regional housing strategies and policies, the social structure and meaning in Morad tape and Islamabad |
|------|-------------|---|
| 1 | 11.114 | -ST3 ₃ Creating employment To improve the situation of young people to prevent the spread of social deviance It enhances the quality of life and residents in the wake of economic |
| 2 | 10.714 | -WT1 ₁ Organizing Marginalization of the region to prevent it from spreading to the surrounding |
| 3 | 10.374 | WO4 ₄ - Establish and reinforce motivations of social, cultural and intellectual space for public participation in maintaining and improving residential and urbanization. |
| 4 | 10.231 | -WO2 ₂ Compilation the Comprehensive program to provide affordable housing to low-income households |
| 5 | 10.071 | SO 4 ₄ - Efficient use of existing cooperative housing development in the area |
| 6 | 9.764 | -WO1 ₁ Executive Fundamental reorganization plan with the participation of local residents in order to encourage people to improve Their future lives. |
| 7 | 9.371 | ST4 ₄ - Develop and promote a balanced distribution of resources and services in order to avoid destroying the two-level divisions (poor and rich) region |
| 8 | 8.642 | -ST 1 ₁ Promote housing patterns The design of the new houses, according to the cultural characteristics of |
| 9 | 8.464 | -WT2 ₂ Create and Open green spaces, parks and cultural centers in the region to access child Welfare of its residents. |
| 10th | 8.39 | -SO3 ₃ Enhance and strengthen the culture of urbanization Among the residents, particularly poor people (low-income) regions |
| 11th | 8.308 | -SO2 ₂ Establish appropriate land And consistent in order to maintain and enhance the vitality, vibrant, active community Area |
| 12th | 8.207 | -WO3 ₃ Actions Memory and identity-based politics preserving cultural values - promoting social belonging And sense of place for the neighborhood's residents. |
| 13th | 7.864 | -SO1 ₁ To provide context Activities of the city and its special status in the city of Karaj |
| 14th | 7.858 | WT 4 ₄ - Save morale contribute to cohesion and integration of ethnic and social diversity |
| 15th | 7.719 | -ST2 ₂ The capacity and Recovery of valuable historical elements - culture and religion in order to remove inappropriate image Social Area |
| 16th | 7.707 | -WT3 ₃ Create and Security, peace and comfort of residents with social participation of citizens in the community |

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