

# Research Methods: Observation



# Review of Concepts

- Scientific observation
  - Precisely defined conditions
  - Systematic
  - Objective
  - Careful record keeping
- Determine method based on critical factors
  - Purpose of study
  - Extent of intervention: with (and degree) or without?
  - Degree of control
  - Comprehensiveness of recorded behavior: how much?
- Descriptive methods
  - Looking for relationships
  - No causality

# Sampling Techniques

- Identify target population
- Identify the behaviors (remember external validity)
- Identify the setting(s) (remember external validity)
- Choose a sampling technique
  - Time sampling (event sampling needed?)
  - Situation sampling