

Observation Method.

- There are situations where devices cannot be used. (when want to see natural beh.)
- Investigators constantly observe's person's behaviours
- eg - watching facial expressions of interviewees or filling questionnaires.
- refers to watching & listening another person by without manipulating or controlling anything and recording it as it is.

- Characteristics

- natural setting
- specific
- Objective
- reliable
-

- Purpose

- to capture and study human behaviour as it actually happens
- exploration
- Graphic Description.

Types - ^{self} Direct

(according to some explicit rules) eg studying aggressive behaviour of

Structured (systematic)

Vs Indirect ^{from others}

Vs Unstructured (Unsystematic)

(casual obs in railway platform)

~~Disguised~~ vs. ~~Undisguised~~
 ↑ unplanned / unstructured - flexible
 Sem Participant Semiparticipant

Disguised
 Undisguised

Non participant

↳ preplanned /
 structured / rigid

Part

Merits - natural
 - broad and meaningful

Demerits - time consuming
 - becomes bias due to emotions

NonPart

Merits - systematic
 - free from bias

Demerit - ~~Not~~ Non natural

Interviewing — oral — verbal

- face to face → intend to gather info.
- social process from b/w 2 people.
- Success of interview depend on the interaction between the 2 people
- Interview: → Question → Respondently noted. ← answer

Types — formal (structured/patterned)

Informal (unstructured)

→ focused, clinical, non-directive

- Personal and Telephonic
- Merit — in depth
- observations (nonverbal cues)
- personal character
- Merit — flexible
- faster
- cheaper
- Recall is easy, reply is simple & economical

Demerits

- expensive especially large geographical area
- not effective if rapport not built
- Time consuming
- Demerit — little time
- restricted to those who have phones
- not in depth.

Factors → characteristics of interviewee
 interview → Nature of problem under study

Merits of Tests

- Flexibility
- Quisely
- Validity

Demerits → Time consuming to take each one
→ Recording information

ERRORS

- Attitude of the interviewee
- Incomprehensibility of the question asks
- Duration of interview
- Lack of co-ajants in the situation of the interview
- Lack of motivation in respondents