



**OBSERVATION
METHOD
DATA COLLECTION**

WHAT IS OBSERVATION?

- Observation is an activity we perform in everyday life...
- The difference in scientific observation is;
 - It is conducted under clearly defined conditions, systematically and objectively, with careful record-keeping.



WHAT IS OBSERVATION?

- The primary goal of observational methods is to describe behavior.
- **BUT!!** It is not possible to observe the behavior of interest in every individual, at every moment it occurs, and under all conditions.
- Therefore, researchers **must select samples of the behavior** they are interested in.



Gözleme Dayalı Yöntemler

Doğrudan Gözlem

Müdahale olmaksızın gözlem (doğal gözlem)

Müdahale Edilerek Gözlem

Katılımcı Gözlem

Yapılandırılmış Gözlem

Dolaylı Gözlem

Fiziksel İzler

Arşiv Kayıtları

DIRECT OBSERVATION

Non-intervention Observation vs. Intervention Observation

- In direct observation, it is determined whether or not to intervene in the situation...
- Intervention refers to «the effort by researchers to create or modify a context for observation»
 - **Non-intervention observation vs. intervention observation.**

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"It started as a simple intervention, but there was significant mission creep."

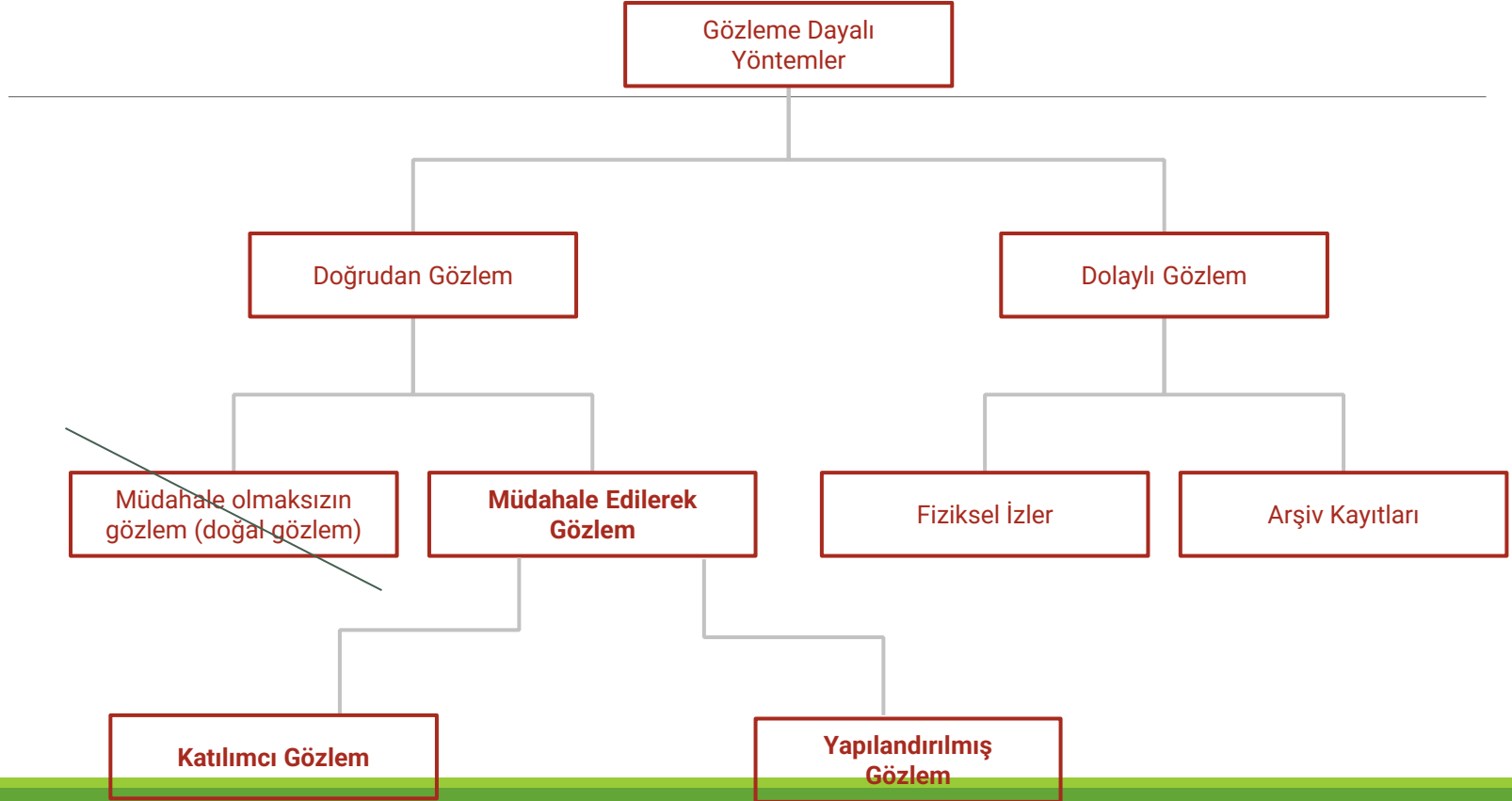
NON-INTERVENTION OBSERVATION

- The direct observation of behavior in its natural environment **without any intervention** is called naturalistic observation.
- **The researcher is a passive recorder** of a naturally occurring event.
- One function of observing in natural - it serves the function of **bringing the laboratory to the real world.**

Hypothesis: Findings from surveys and interviews -> “There is a relationship between parental depression and adverse childhood experiences.”

- Using **audio recordings** to track children's behavior, a relationship between children's problematic behaviors (crying, anger, aggressive behavior) and their parents' depression was identified.





INTERVENTION OBSERVATION

There are three observational methods researchers use when they decide to intervene in the context of observation:

1. **Participant observation**
2. **Structured observation**
3. **Field experiment**

The difference between them lies in the nature and degree of intervention!

PARTICIPANT OBSERVATION

- In this method, researchers are both observers and active participants.
 - In overt participant observation (*gizlenmemiş katılımcı gözlem*), the individuals being observed are aware that the researcher is there to collect information about their behaviors.
- This method is often used by anthropologists who want to understand the behaviors and culture of a group by working and living with its members.
- No ethical issues!



PARTICIPANT OBSERVATION

In **C**overt participant observation (gizlenmiş gözlem);
The individuals being observed are unaware that they are being observed.

- Dedektifler??
- The goal is to prevent reactivity...

Reactivity: People **may not behave naturally** when they know their behavior is being recorded.

- Covert participant observation can raise ethical concerns... (*privacy, informed consent etc.*)



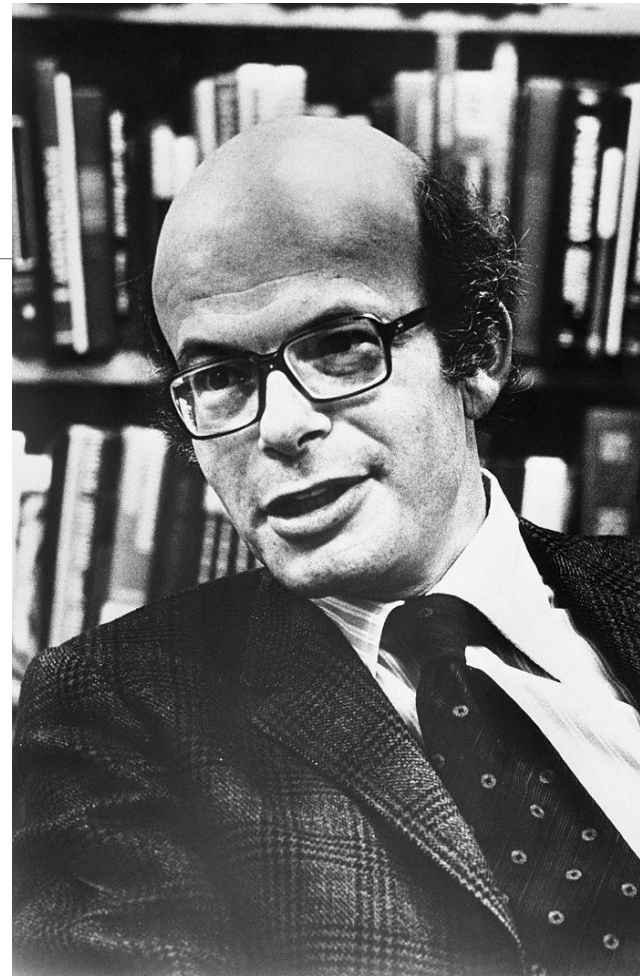
PARTICIPANT OBSERVATION

EXAMPLE STUDY: The Rosenhan Experiment (Dr. David Rosenhan, 1973)

- Aimed at understanding how accurate and appropriate diagnoses of mental illness are, with the question:
- "Can the mental health and the degree of mental illness of a person be reliably identified?"

«Stigmatization» - Damgalanmak!

- In the experiment, 8 people (including the researcher), none of whom had any mental health issues—a student, three psychologists, a psychiatrist, an artist, a teacher, and a housewife—independently reported "hearing various voices."
- These "pseudopatients" were individuals who had never experienced any mental health problems in their lives.



<https://www.youtube.com/watch?v=km4vFeFB4Pw>

PARTICIPANT OBSERVATION



Rosenhan (1973)

- Covert participant observers presented themselves to hospitals with vague complaints such as "hearing some voices" and most were diagnosed with schizophrenia.
- After being admitted, they stopped displaying any fake symptoms and, as "sane" individuals, waited to see how long it would take to be released.
- The observers' discharge times ranged from 1 week to 52 days... When they were discharged, they were told their schizophrenia was "in remission."

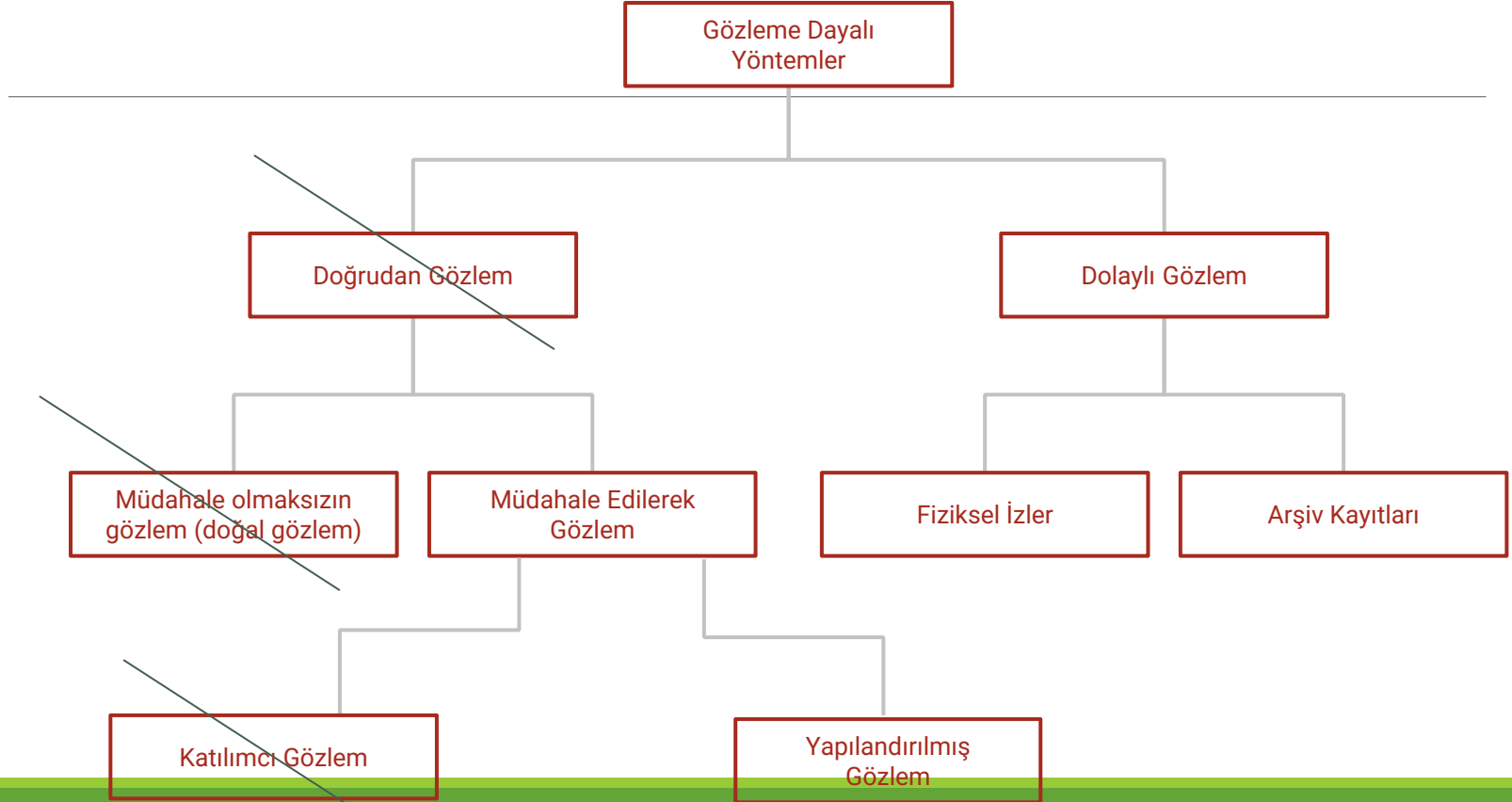
PARTICIPANT OBSERVATION

The participant observation method also brings some potential issues.

- If observers become too close to the environment and the people they are observing, they may lose their scientific objectivity.

Another issue is the possibility of the observer influencing the behavior of the people involved in the study.

- As a participant, the observer will engage in interactions, make decisions, and take on responsibilities like any other individual.
- In this case, could the changes observed in participants be influenced by the observer's involvement?
- If so, it becomes difficult to **generalize** the results to other settings.



STRUCTURED OBSERVATION

- Structured observation differs from natural observation because **researchers intervene in the situation.**
- Often, an 'INTERVENTION' is made to cause an event to occur or a situation to arise.

LET'S TAKE A LOOK AT AN EXAMPLE... 😊

<https://www.youtube.com/watch?v=VgTpAoJEXaE>



STRUCTURED OBSERVATION

Hyman et al. (2009) Attention Blindness and the Cell Phone Experiment

Purpose: 'The failure of people to notice a new and distinguishable stimulus in their environment while their attention is focused elsewhere.'

A collaborative clown rode a unicycle around a large statue on a university campus for one hour.

- The researchers asked pedestrians in the square if they noticed anything unusual.
- If they said **YES**, they were asked what they saw.
- If they did not mention the clown, they were specifically asked if they saw a clown riding a unicycle..."



STRUCTURED OBSERVATION

- Cep telefonu kullananların %25'i,
- Çift olarak yürüyenlerin %71'i,
- Müzik dinleyenin %65'i,
- Tek başına yürüyenlerin % 61'i palyaçoyu fark etti!

Hyman ve arkadaşları (2009), böyle yüksek düzeyde dikkat körlüğü yürüme gibi basit bir etkinlikte bile ortaya çıkıyorsa, araba kullanırken ortaya çıkan dikkat körlüğünün ne kadar yüksek olabileceğine dikkat çekti...



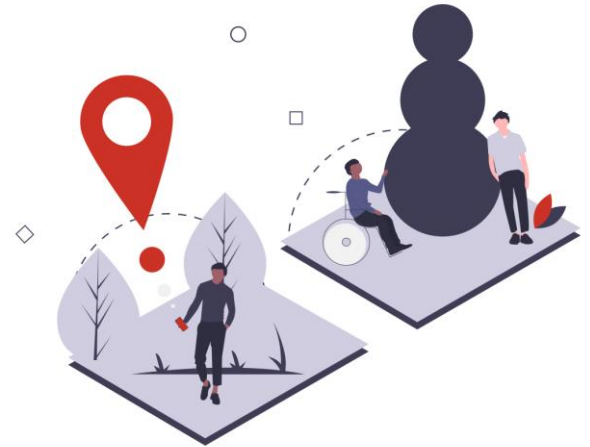
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FIELD EXPERIMENT

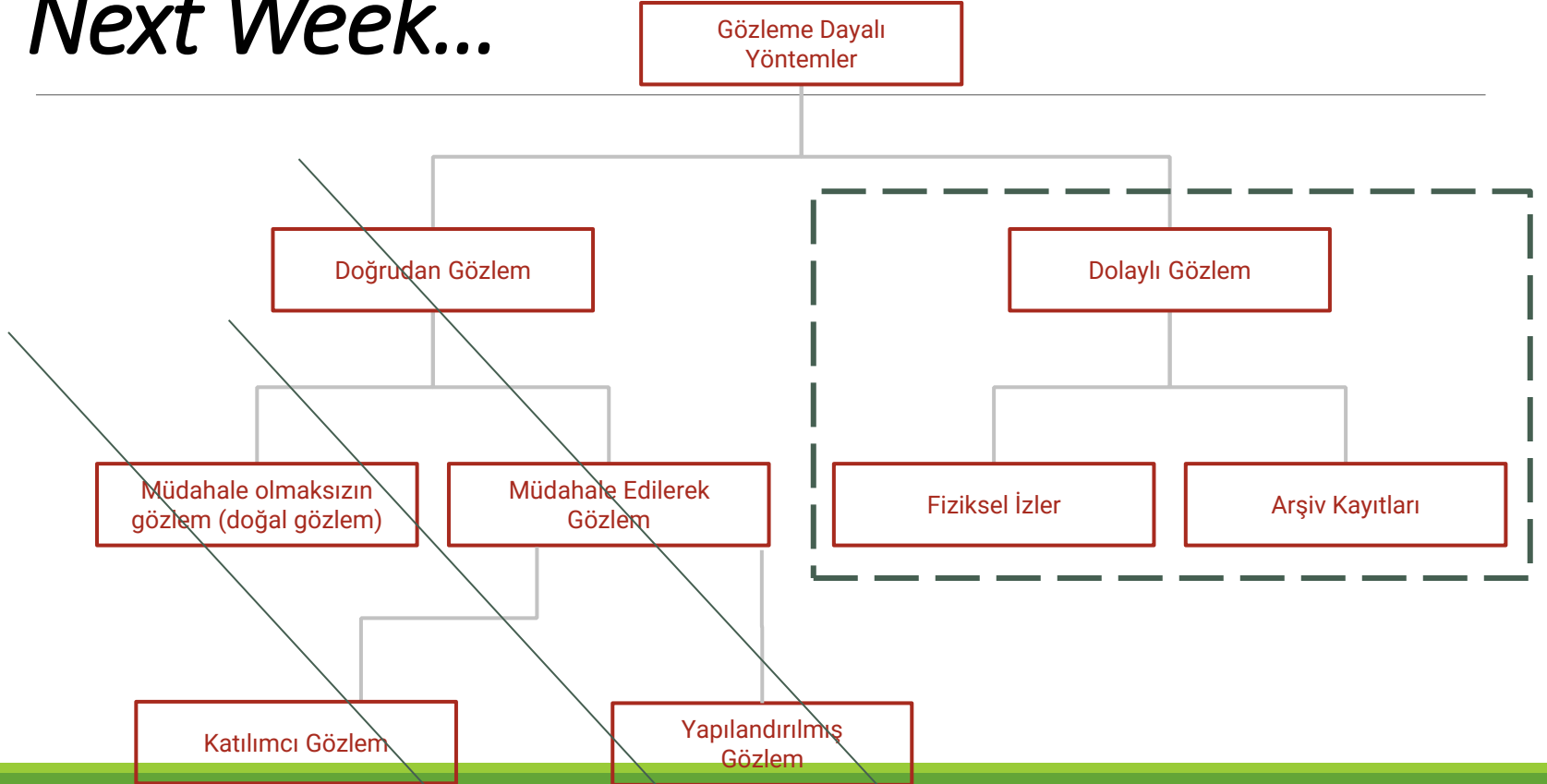
- The process of **gathering data in a natural setting** as part of a field experiment.
- It involves observing and recording participants' behaviors or responses in real-world environments (manipulating IV)
- **Natural Setting**
- **Unobtrusive Observation:** Participants are not aware they are being observed – generally.
 - More naturalistic behavior..
- **Limited Control:** Making it harder --- cause-and-effect relationships
- **Ethical Considerations!**



Let's look at an example...

- **Hofling (1966) - obedience in nurses.**
- 22 nurses working in a psychiatric hospital - they were unaware they were taking part in the study.
 - During their shift, a doctor, **who was actually the researcher**, called the nurses and asked them to urgently administer 20mg of a medicine to a patient (double the maximum dosage).
 - Medication administration later.
- The research aimed to identify if people broke the rules and obeyed authoritative figures' orders.
- In a natural setting, the researcher manipulated the situation (instructed nurses to administer high-dosage medication) to see if it affected whether nurses obeyed the authoritative figure or not.

Next Week...





OBSERVATION METHOD

any questions? 😊