

**PSY205- RESEARCH METHODS-I**



**OBSERVATION  
METHOD**

**DATA COLLECTION-2**

# Gözleme Dayalı Yöntemler

## Doğrudan Gözlem

Müdahale olmaksızın gözlem (doğal gözlem)

Katılımcı Gözlem

Müdahale Edilerek Gözlem

Yapılandırılmış Gözlem

## Dolaylı Gözlem

Fiziksel İzler

Arşiv Kayıtları

## Gözleme Dayalı Yöntemler

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Müdahale olmaksızın gözlem (doğal gözlem)

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# METHODS BASED ON INDIRECT OBSERVATION

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- We mentioned that observational methods involve the observer directly observing and recording behavior in a specific environment...
- Another way to examine the behavior being studied is to use other indicators and records of the behavior **(INDIRECT)**.

The greatest advantage of indirect observation is the absence of reactivity.

- Physical traces
- Archive records

# PHYSICAL TRACES

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## Usage Traces

Examining the physical evidence of past behaviors can provide important insights into the characteristics of events and individuals.

Physical traces resulting from use (or non-use):

- Cans in a recycling depot (which brand is consumed the most),
- Tracks on a split road,
- Marks in textbooks (which pages have been left open more often).

We can also categorize usage traces into two types:

- Natural usage traces
- Controlled usage traces

# PHYSICAL TRACES

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## An Experiment Showing the Difference: Geier, Wansink, and Rozin (2012)

- Students were given tubes filled with potato chips to eat while watching a movie.
- Some tubes had colored chips placed at regular intervals.
- At the end of the film, the number of chips consumed by each student was recorded.

**Result:** Students who ate from the divided tubes with colored chips consumed approximately 50% less...

- According to the researchers, the segmentation cue serves as a stopping point, disrupting the automatic eating behavior."



# PHYSICAL TRACES

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- We can consider **the number of chips consumed (from the undivided tubes)** as a **natural usage** trace of the students' eating behavior.
- Since the researchers **intervened with the tubes divided by colored chips**, the number of chips consumed in this case is considered a **controlled usage trace**.

# PHYSICAL TRACES

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- Rozin and colleagues (2003) tested the idea that the **French eat less than Americans.**
- They examined food products in both countries, particularly focusing on portion sizes.
  - They found that portion sizes in American restaurants were generally 25% larger than those in France, and that American supermarket shelves were typically wider...
- This observation of products supported the hypothesis that the difference in rates of heart disease, obesity, and mortality might be due to the French eating less."



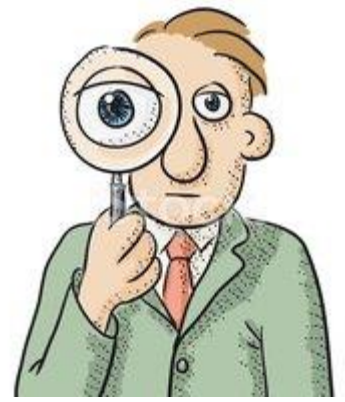
# ARCHIVE RECORDS

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**Definition:** Public and private records that describe the activities of individuals, groups, and institutions. – kamusal ve özet kayıtlar...

Consider the various records that exist about you...

- School records and grades, credit card/ATM spending, medical records, your email and cell phone accounts, data on your **social media accounts**...
- Multiply this by millions of people in the world (not only data related to individuals but also data from institutions and workplaces): **A massive database.**



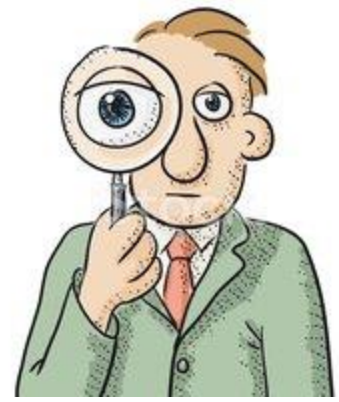
# ARCHIVE RECORDS

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- **Definition:** Public and private records that describe the activities of individuals, groups, and institutions.

## TWO TYPES:

1. **Sequential Records:** Continuously stored and updated records.  
e.g. social media status updates, economic records, attendance records, and semester grade point averages...
2. **Event Records:** Records that describe a specific situation or event, which are not regularly updated.  
e.g. birth certificates, marriage certificates, and driver's licenses...



# RECORDING THE BEHAVIOR

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## How will we record the behaviors?

Observational methods can also be classified based on how behavior is recorded.

- Sometimes researchers want to provide a comprehensive description of the environment in which the behavior occurs and the behavior itself.
- Other times (and more often), they focus only on a specific event and behavior.
  - Whether only selected behaviors or all behaviors in an environment are observed depends on the researchers' objectives (e.g., dogs on campus).
- The choice made is important as it determines which outcomes will be measured, summarized, analyzed, and reported."

# RECORDING THE BEHAVIOR

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1. Narrative Records

2. Selected Behavior Records

# NARRATIVE RECORDS

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- One of the commonly used comprehensive recording methods is narrative records. –anlatı kayıtları...
  - To create a narrative record, the observer can write behavioral descriptions (e.g., field notes) or record them audibly or visually.
- For example, a video recording of mother-child interactions that have and have not experienced maltreatment..."

# NARRATIVE RECORDS

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- After a narrative record is created, researchers classify and organize this record to test their hypotheses about the behavior being studied.
- Classification of behavior occurs after observation, and narrative records differ from many other forms of measurement/recording in this respect.
- As a general rule, **records should be made as soon as possible while the behavior is being observed or shortly after it has been observed.**
- The passage of time can blur the details!!!

# SELECTED BEHAVIOR RECORDS

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- In this form of observational research, researchers typically measure the occurrence of a specific behavior while observing.
- For example, in the attention blindness study by Hyman et al., they selected the behavior of whether people noticed the clown and determined the number of people who did and did not notice it..."

# SELECTED BEHAVIOR RECORDS

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Imagine observing people's reactions to individuals with physical disabilities using natural observation...

- Are you interested in help-seeking behavior, approach-avoidance behavior, eye contact, the length of conversations, or some other response?
- You need to decide in advance which behaviors you will measure and how you will measure them...

**For example**, if you choose eye contact, how will you measure it?

- Will you assess whether it occurs? The duration?
- The choices depend on your hypotheses and objectives...



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*Any questions???*