

RESEARCH PROJECT USING QUALITATIVE RESEARCH METHODS

Observation

Read Popov 31–32 and Crane 364–372. Familiarize yourselves with **different forms of observation** and start to plan your observation:

- What is your **research question**? What do you want to find out?
- What kind of **observation method** is best for your research question?
 - If you choose **participant observation**, what kind of group would you like to be participating and observing? *Choose the kind of group that you can easily blend in!* (Popov 32; Crane 364–366)
 - If you choose **non-participant observation**, *what kind of group can you observe without actively participating?* (Popov 32; Crane 366)
- What kind of **situation** and/or **natural environment** would you like to observe? *Choose a setting that serves your research question!* (Popov 32; Crane 366–367)
- Is overt or covert observation better for your research question?
 - If you choose **overt observation**, consider the following:
 - How can you become a good **instrument** of data collection?
 - How can you **continuously reflect** your part in data-collection and interpretation of data?
 - How can you be as **objective** as possible?
 - How you make the observed behave as *naturally* as possible? (Popov 32; Crane 368–370)
 - If you choose **covert observation**, consider the following:
 - How can you ensure that the **observer stays covert** and **does not interfere with the behaviour**? (Popov 32; Crane 369–370)

INSTRUCTION CONTINUE ON THE NEXT PAGE

- How you are going to **collect data** during your observation?
 - Is your observation **descriptive, inferential** or **evaluative**? (Crane 369)
 - Is your observation **unstructured, semi-structured** or **structured** observation? (Popov 32; Crane 367)
 - How are these data-collecting methods related to the purpose of your study? (E.g. video, photographs, notes etc.)
 - How can you make your data as *rich, thick, descriptive* and *detailed* as possible?

After you have planned your observation, implement it and analyse the data you collected:

- **Describe** your phenomenon of interest (Crane 371).
- Try to **code and connect the themes** as far as possible (Crane 371).
- **Produce a brief account** of your observation (Crane 371–372).

After you have analysed your data, compile a small research report in the form of a PowerPoint and upload it to ManageBac. The research report should contain the following:

- Explanation of the *research question* and the *aim* of the study.
- Description and justification of the observation methods (*procedure*).
- Description and justification of the data-collecting methods (*procedure*).
- Description and analysis of the collected data (*results*).
- You can use the *aim-procedure-results-conclusions-evaluation* template in your observation report

Prepare to present your research report to others.