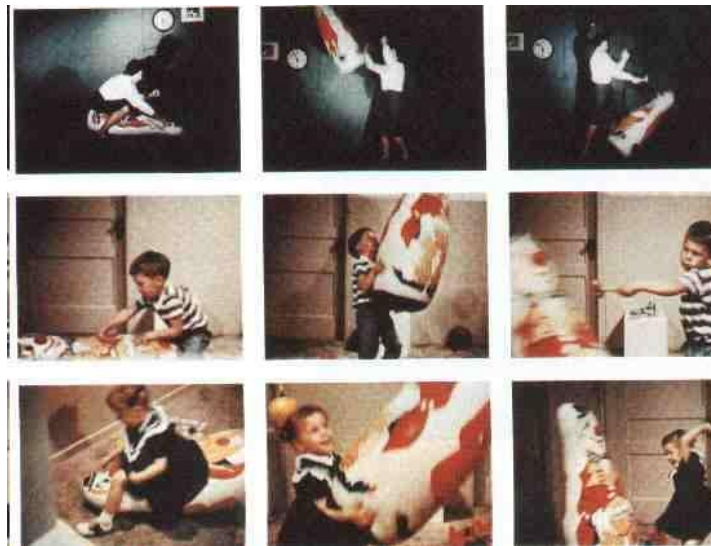


# PSYCHOLOGICAL INVESTIGATIONS



**OBSERVATIONS**

# OBSERVATIONAL METHODS

- Observation can be used as a technique to gather data (eg. [Reicher & Haslam](#)), or as a method where there is no manipulation of variables.
- Different types of observational method:
- **Naturalistic** observation: observing behaviour in the natural setting. Eg:
- **Participant** observation: when the observer joins the group being studied. Eg:
- **Controlled** observation: when the observer has some measure of control over the environment. Eg:



# RECORDING & INTERPRETING DATA

- **How could you record data in observations?**

- Making notes on the spot
- Filling in checklists on the spot
- Recording observations by using audio/visual recorder



- **Techniques to record the scene for later analysis:**

- **Time interval sampling:** individuals are observed for several short periods within a longer session
- **Event sampling:** counting the number of times a certain behaviour occurs
- **Time point sampling:** behaviours of individuals are recorded at fixed points in time (eg. Every 5 minutes)

# RECORDING DATA

- **Coding systems**: this can involve recording a tally of observed behaviours:

Eg: Aggression in children:

Behaviour	Am Break	Lunchtime	Pm break
Hitting			
Kicking			
Punching			

- Alternatively, codes can be used to represent behaviours: 1- blink      2- eyes down  
  3- lip pressor 4- lips part
- **Rating systems**: these can record the quality or intensity of a behaviour. Eg; rating anger or happiness on a scale of 1 - 10

