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Research Methodology

Lesson 10 – Qualitative Part 1

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Objectives of this lesson

- To describe the participant observation and structured observation.
- To understand the nature of participant observation and structured observation.
- To explain determine criteria of participant observer role.

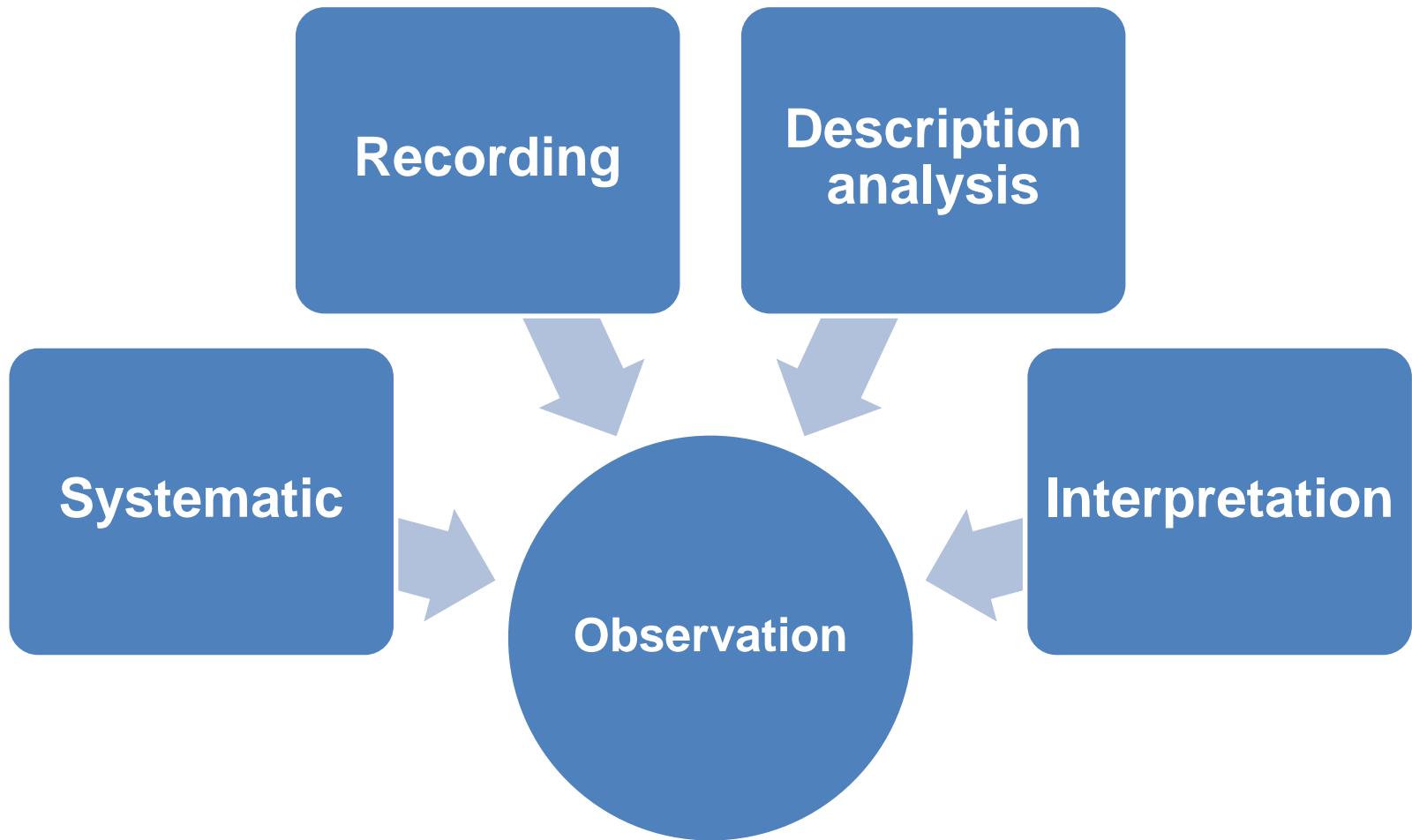
Synopsis

The concept of participant observation and structured observation will be discussed briefly in this lesson to enhance students understanding of different type of research method.

Expected outcomes

The clear concept of participant observation and structured observation will help the students to decide what technique is appropriate with them.

Observation for data collection



Type of observation

- **Participant** observation – (qualitative) – emphasises to find attached reason/ meaning to actions
- **Structured** observation – (quantitative) – is concerned with frequency of actions

Saunders et al. (2015)

Participant - observation

Fully
participated

Lives and
actions of
subjects

Not only to
observe but
to feel it

Gill and Johnson (2002)

Determining criteria - participant observer role

Purpose of the research

Time available

Degree of suitability felt

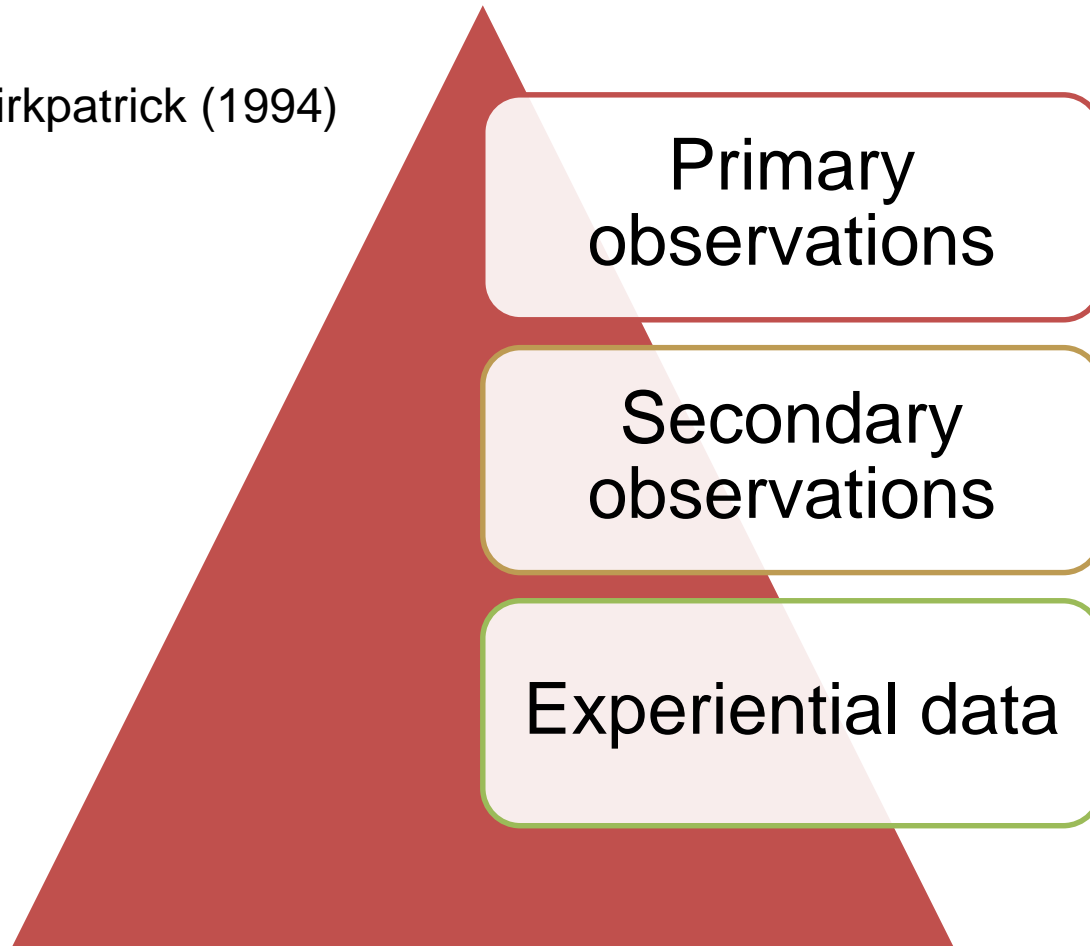
Organisational access

Ethical considerations

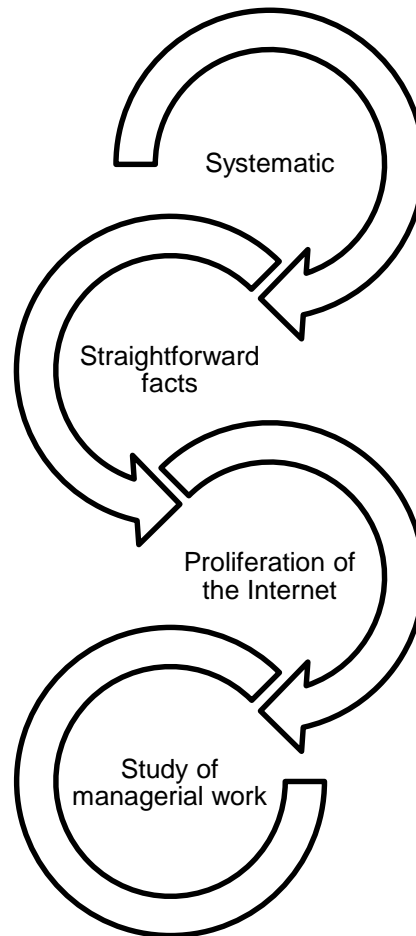
Saunders et al. (2015)

Types of data

Delbridge and Kirkpatrick (1994)



Structured observation



Data analysis

Coding

**Simple
(manual)**

**Complex
(computer)**

Summary

A general and wide social settings will enable participant to observe the actual human behaviours.

Need to adopt a number of potential roles in participant observation.