

Week-05-L-04

# Data Presentation and Interpretation

## Collect Numerous Observations

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# Observations

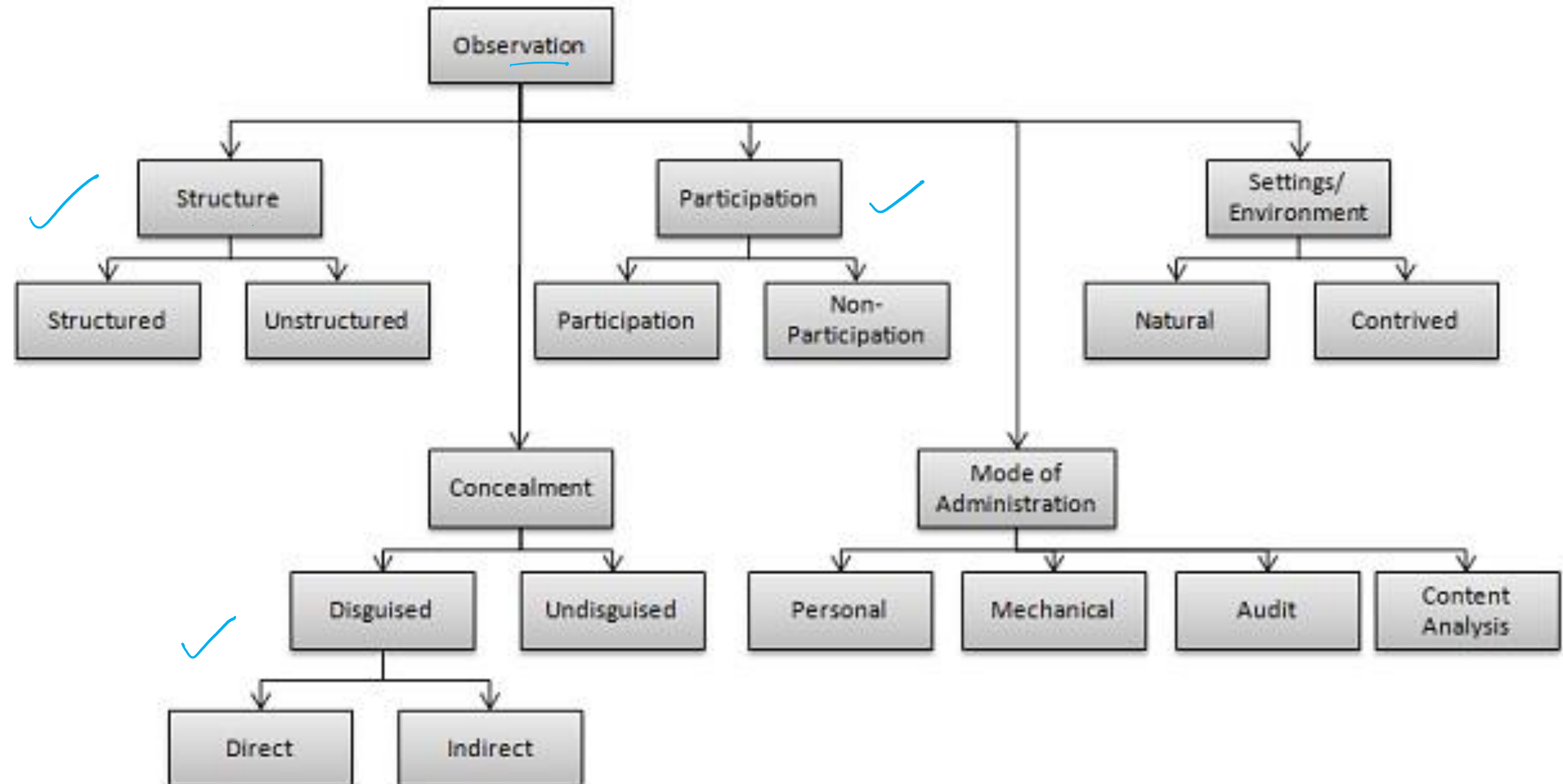
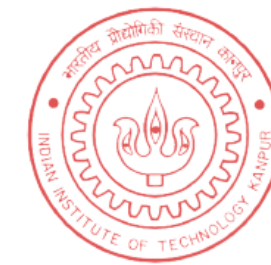


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- Observation refers to the monitoring and recording of behavioral and non behavioral activities and conditions.
- It happens in a systematic manner to obtain information about the phenomena of interest, 'Behavioral Observation'.
- The 'non-behavioral observation' is an analysis of records e.g. newspaper archives, physical condition analysis.
- Examples are checking the quality of grains in gunny bags and process analysis which includes observing any process.

# Types of Observations



# Structured vs unstructured



## Structured Observation–

- In structured observation the problem has been clearly defined.
- The behavior to be observed and the method by which it will be measured is specified beforehand in detail.

## Unstructured Observation–

- Situations where the problem has not been clearly defined.
- It cannot be pre specified that what is to be observed.

# Disguised vs Undisguised



## Disguised Observation–

- This classification has been done on the basis of whether the subjects should know that they are being observed or not.

## Undisguised Observation–

- The subjects are aware that they are being observed.
- In this type of observation, there is the fear that the subject might show a typical activity.

# Participant vs Non-participant



## Participant Observation–

- If the observer participates in the situation while observing it is termed as participant observation

## Non-participant Observation–

- The observer remains outside the setting and does not involve himself or participate in the situation.

# Natural vs Contrived



## Natural Observation–

- In natural observation the behavior is observed as it takes place in the actual setting

## Contrived Observation–

- Observation, the phenomena is observed in an artificial or simulated setting.
- For example the consumers instead of being observed in a restaurant are made to order in a setting that looks like a restaurant but is not an actual one.



**Thank you**

