**PET - NON PARTICIPANT/STRUCTURED OBSERVATION**

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| **Define the**  **method** | **Researcher observes the group or event without taking part in it.** | | | | |
| **Example(s)** | **Flanders (1970), Holden (2011) “Happily Ever After”** | | | | |
| **Circle correct** | **Quantitative** | **Qualitative** | **Positivist** | **Realist** | **Interpretivist** |
|  | **Strengths** | | **Weaknesses** | | |
| **Practical** | Can easily be converted into quantitative data simply by counting the number of times each type of behaviour occurs.  Quicker, cheaper and require less training than less structured methods.  Easy to access those being studied. | | Can take a lot of time  Researcher must keep their opinion to themselves.  The researcher only sees what they want to, the results may be biased depending on what they chose to observe. | | |
| **Ethical** | Pseudonyms are used to ensure confidentiality of the participants. | | Informed consent isn’t given.  Deception of researcher as the research is covert. | | |
| **Theoretical** | Easily replicated which makes it more reliable.  Easy to generalise.  Findings are easy to compare with other studies because data is quantitative.  Findings are not affected by the  Hawthorne effect if the research is covert. | | Lack of validity because consent isn’t always obtained.  Lacks representativeness because sample sizes are often small. | | |