**Godalming College**

## **PET - NON PARTICIPANT/STRUCTURED OBSERVATION**

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| **Define the** **method** | **The researcher don’t need to participate to observe people’s behaviour. A non-participant observer is like a bird watcher in hiding, observing people without joining in.**  |
| **Example(s)** | **Holden in 2011 “Happily ever after”** |
| **Circle correct** | **Quantitative** | **Qualitative**  | **Positivist** | **Realist** | **Interpretivist** |
|  | **Strengths**  | **Weaknesses**  |
| **Practical** | * Mainly very easy to access those being studied
* Easy to look at post observation online or text
* Cheap
* Notes can be taken
* Can be done anywhere
 | * Takes a lot of time
* Values of society- will see it as being controversial
* Researchers must keep his views out and only report what he sees
* Researcher only sees what he wants to see. The result might be bias based on their idea.
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| **Ethical** | * Findings can be reported more accurately and honestly. There is an ethical obligation to be fair and honest. The neutrality can be maintained.
* Confidentiality, anonymity and privacy the identities are not revealed and pseudonyms are used.
* Participants aren’t affected by the research [the golden rule]
 | * Lack of informed consent
* Research could be deemed invalid because they didn’t consent
* Deception and covert research for the same reason above.
* “Guilty knowledge” the researcher is ethically obligated to report the wrong doing
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| **Theoretical** | * Easy to make generalisation
* Reliability could be high as the measure can be repeated.
* Participants are not affected by the “Hawthorne effect” if covert
 | * Not very valid as behaviour can change due to hawthorne effect
* Representativeness is low because it is an opportunity sample so is not representative to a population
* Validity can be low- hard to ask questions and find out the context
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