

Observational Study Experiment Protocol

The purpose of this project is to give you experience collecting real data and then running analyses on that data. We are going to observe various locations on campus to determine what effect, if any, factors such as gender, group size, and time of day have on people's use of cellular telephones.

Please carefully read and become very familiar with the procedures outlined below.

- I. Before the experiment- familiarize yourself with the instructions, and make sure all materials are on hand: Coding Sheets (at least 3), Experiment Protocol, working writing utensils (at least 3), a working watch (calibrated at best as possible to the RU clock), and a clipboard or solid writing surface.
- II. Arrive at your observation early (5-10 minutes). Record your vantage point. Get comfortable.
- III. Observation Procedures
 1. Record your exact location and vantage point (e.g. Heth Plaza- facing Peters Hall- back to clock) and the mark by which you will be recording observation (e.g. as they pass between the green trashcan at the end of the benches and the clock tower).
 2. Record the date and day of the week on which you are making your observations.
 - a. Should you have to leave and come back, return to the exact location and vantage point you were at previously. Start a new data sheet with the new date and day.
 3. For each observation, record the necessary data on the data sheet, if people pass while you are recording, do not record them. Try to focus on making accurate record for each observation. Once you are done recording the date for a given observation and are ready to observe, the next person(s) to pass your observation mark will constitute your next observation.
 4. Recording Gender- use the culturally defined rules for external appearance to ID gender. If you really can't be sure, then code it as "unsure" (3).
 5. Recording Group- for a give observation, the first person to pass your observation mark is your target. A target is considered a member of a group (3+ persons) or pair (2 people) if they are traveling in the same direction and clearly walking in close proximity (within 2 feet) at the clearly matched pace for more than 5 seconds. If they are speaking to one another and traveling in the same direction then code them as a group or pair.
 - a. If the target is clearly alone (no one else around), then record it as alone.
 - b. If the target is close to someone, but they are not within 2 feet (eyeballed) or traveling in the same direction, then code it at alone (1).
 - c. If they meet the pair criteria described above, then code as a pair (2).
 - d. If they meet the group criteria described above, then code as a group (3).
 - e. If you are not sure, then code as unsure (4).
 6. Recording Group Size- if subject is coded as a group or as unsure, record the group size. How many people make up the group or are in the immediate proximity and seem to be traveling together. (If you are not sure then proved your best estimate of the group size and put a question mark by the number).
 7. Recording Cell Phone Use- if the target person does not have a cell phone in hand or they are not wearing a hands-free ear-piece, then code as "no use" (1). If they are clearly talking on cell pone (in hand) then code as "talking-hand" (2). If they are paying attention to the cell phone (e.g. pushing buttons, reading the screen, any manipulation without talking on it), then code it at manipulating (3). If they are wearing a hands-free ear-piece and talking on it, then code as "headset talking" (4). If they are wearing a

hands-free ear-piece and not talking, then code as “headset no talk” (5). If you are not sure, then record this as “unsure” (6).

8. Recording Time and Time Code- during the session record the time, save your time code recordings until after data collection for that day is complete (e.g. don't waist your time on it now, unless things are really dead and there is no one coming by). Record the time in hour, minute, and second if possible (e.g. 2:57.10). Later code the time as one of the 8 time code categories, as follows:

1= 30-> 20 minutes prior to the start of class

2= 20-> 10 minutes prior to the start of class

3= 1-> 5 minutes prior to the start of class

4= 5-> 0 minutes prior to the start of class

5= 0-< 5 minutes after the start of class

6= 5-< 10 minutes after the start of class

7= 10-< 20 minutes after the start of class

8= 20+ minutes after the start of class (but more than 30 minutes prior to the start of the next class- Tuesday & Thursday will be different from Monday, Wednesday, and Friday).

Remember that the “class start” time will depend on the day of the week. For Monday, Wednesday, and Friday the classes start on the hour. For example, 3:45 would be coded as (2). However on Tuesday and Thursday the class start times vary.

8:00

9:30

11:00

12:30

2:00

3:30

5:00

9. Record anything out of the ordinary that happens during the study that may affect results. For example, if a person's gender is not evident by their appearance, we will need to omit their data. Similarly, if it starts raining or something unusual happens like killer mutant grub worms rising out of the earth and spewing forth poison hostess cup cakes, then you should note it.

Cell Phone Use Behavior Coding Sheet

Name:

Observation Location:

Date:

Day of Week:

OBs #	Target Gender 1= Male 2= Female 3= Unsure	Group vs. Alone 1= Alone 2= Pair 3= Group 4= Unsure	Group Size	Cell Phone 1= No Use 2= Talking-hand 3= Manipulating 4= headset talking 5=headset no talk 6=unsure	Time and Time Code 1= 30-> 20 min prior class start 2= 20-> 10 min prior class start 3= 1-> 5 min prior class start 4= 5-> 0 min prior class start 5= 0-< 5 min after class start 6= 5-< 10 min after class start 7= 10-< 20 min after class start 8= 20+ min after start class	Notes
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