

Observational Study Data Collection 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-
 - a. Pick a data collection partner
 - b. Familiarize yourself with the instructions
 - c. Make sure all materials are on hand: Coding Sheets (at least 3, per person), Experiment Protocol, working writing utensils (at least 3), a working watch (calibrated as best as possible to the RU clock), and a clipboard or solid writing surface.
- II. Review the procedures with your partner; establish who will be the **lead observer**.
- III. Arrive at your observation site early (5-10 minutes). Record your vantage point. Get comfortable.
- IV. Observation Procedures
 1. Record your exact **location** and vantage point (e.g. Heth Plaza- facing Peters Hall- back to clock) and the **observation mark** by which you will be recording observation (e.g. as they pass between the green trashcan at the end of the ledge and the clock tower). Record your location on the data sheet and mark your location and observation mark on the campus map.
 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. **An observation** occurs after both observers indicate that they are ready to record data. At this time, the first person to cross the **observation mark** becomes the **target person**. The **lead observer** identifies the target person (e.g. white shoes, red jacket) to the **co-observer**. The **co-observer** must acknowledge seeing the target person (e.g. saying yes or OK) before recording can begin.
 4. For each mutually identified **target person**, 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. **Observer must NOT confer with one another about their data.** Once you and your partner 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. Continue for 1 hour, or until you have each completed 3 data sheets (96 observations).
 5. **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).
 6. **Recording Group**- for a given observation, the first person to pass your **observation mark** is your **target person**. A **target** should be considered to be 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 a clearly matched pace for more than 5 seconds after the **target person** passes the **observation mark**. 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).
7. **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. Be sure to include the Target Person in size count. (If you are not sure then provide your best estimate of the group size and put a question mark by the number).
 8. **Recording Group Gender** – If members of group/pair appear to be of the same gender as the target person, record as Same Sex (1). If members are of different genders, record as Mixed Sex (2). If you are unsure of target person’s gender, record gender of partner in pair (M/F) or gender makeup of rest of group (same =1, mixed = 2)
 9. **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 phone (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) and note the type of behavior you are unsure about (talking hand – 62, manipulation – 63, headset talk/no talk – 65).
 10. **Recording Number of People in Group on Phone** – For targets in pairs or in groups, record the number of people in the group who are clearly using the cell phone – either talking on the phone (in hand or using headset) or manipulating the phone. This number should **not include the Target Person**.
 11. **Recording Time**- Record the time in hour, minute, and second if possible (e.g. 2:57.10).
 12. 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.

Data Collection location

Data Collection Team (Names and Observer #) _____

Date:

