

Thick Description Observation Worksheet

Use this worksheet during your observation. Divide your notes into two parts: factual observations (what you see, hear, smell, etc.) and impressions (your thoughts, feelings, and cultural interpretations).

Part 1: Observation Site Information

Location: __ HEYTEA in Sanlitun (a very famous internet-famous bubble tea shop) _

Date & Time: ____10.5 13:02-14:16____

Why did you choose this site?

_Because I never went to the shop before and it is very famous for its unique products which other shops don't have. More significantly, as a famous shop, there must be a lot of people coming to check-in so I can observe different people. _

What expectations or assumptions do you have about this place?

_I expect there will be many busy shop assistants and many tourists attracted by the reputation. I guess there must be a long queue to get their tea. _

Part 2: Observations

Record what you see, hear, smell, and sense in detail using the table below or a similar format. Notes should be submitted in Word or PDF format only.

_The table will be uploaded as a separate document. _

Part 3: Reflection

1. What cultural values, norms, or patterns do you notice in this space?

___I've noticed that Chinese people love to join the crowd. We instinctively gravitate toward places with large gatherings, assuming that where there are many people, there must be something worthwhile. At the same time, I've observed the significant influence of online platforms among Chinese people. _

2. How did you feel as an observer in this environment?

___I feel incredibly awkward—staring at people will get noticed, and they might even think I have ulterior motives. But observing people and trying to guess their thoughts, predict their actions, is genuinely fascinating, especially in places packed with people. _

3. What was most challenging about this observation?

___The most challenging part for me is focusing my attention on a single person within a noisy crowd and trying to figure out what they're up to. _

Write a Summary Reflection Paper

Write a 500–750 words (1–1.5 pages, single-spaced) paper in a Word or PDF document summarizing your observation. The goal here is to show, don't just tell, about what you observed, using rich, specific detail. Try to interpret the culture meanings of what you observe, don't just list facts.

_The paper will be uploaded as a separate document. _