PSS 440 Lab

Due: 2/15/2018 @ 11:59 pm

# Executive Summary

Through my interviews, observations, and surveys I’ve found many interesting points that are worth sharing. First and foremost barbers need to be trained well and become certified. Secondly I’ve found that going to a barbershop isn’t just about getting a haircut, its all about the atmosphere and experience. People go there to talk to each other and mess around, talk about sports, news, and whatever else they find funny or interesting that day. And lastly as a barber you need to keep up with the latest trends and fads that are in style.

# Process

## Observation

This entails directly observing the job that you are evaluating. By using this observational method I was able to discern two very important things. First, a barbershop is a community and a place to relax. It’s almost like a bar, everyone talking and joshing each other around. People have been going there for years because of it. Secondly, people can go anywhere to get a hair cut, but they choose to go to a barbershop for the atmosphere. They know their barber, and their barber knows them. They like that better than just being another cut for someone that wont remember their name at a place like sport cuts or a major chain.

## Interview

Interviews entail sitting face-to-face and asking questions to get further clarification on ideas or techniques. The questions were scripted at the beginning to get the interview going and at the end to close it up, however the bulk of the interview was seeing what they had to say and just soaking up information (Furgerson, 2012). These interviews opened my eyes to the fact that there’s a lot going on other than giving a good haircut. Most said that other than giving a good haircut you need to be talkative and interactive with the customer. However they all said, you also need to get a feel for the customer, if they don’t seem like they want to talk a lot then dial it back. I know personally that I hate it when people try to talk to me when I don’t want to talk. Another important thing I learned from these interviews was that they need to remember their customers’ haircuts, or what they like because sometimes the customer doesn’t know what they got last time.

## Survey

The questions ranged from what is important to do the job well, to how well they think they do at their job as well as what they could improve on. I added a no opinion option for each question because forcing people to make a choice that they do not want to make can lead to poor data (Iversen, 1996). The information that I found most important was that they all agreed that it was important to connect with the customer and make them feel comfortable. Another key aspect of being able to do the job well was keeping their tools in proper condition and properly disinfecting their equipment so they don’t transmit diseases or other unsavory things between clients. The final thing I found from the surveys was that you have to like being a barber to be good at it.

# Findings

Below is a table of compiled KSAO’s for barbers. I have made two categories for them, essential and nice to have. The difference being if you do not have an essential KSAO your job will suffer because of it, whereas if you don’t have one of the other KSAO’s then you will still be able to do well as a barber but with minor drawbacks.

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| Essential KSAO’s | Nice To Have KSAO’s |
| * Barber certification * People skills * Keeping up with the newest styles * Be able to hold a conversation * Keeping tools and equipment in proper working order. | * Being able to pick up on social ques * Greeting people when they enter the store * Remember the customer and preferred hairstyle. |

Through the method of observation I found that people skills and being able to hold conversation were key elements of being a successful barber. By the use of surveys I found that keeping tools in proper condition, keeping up with the newest styles, and remembering the customer and their preferred hairstyle were key KSAOs. Through the use of interviews I found that getting a barber certification as well as being able to pick up on social ques, greeting people when they enter are KSAOs that are needed to be a successful barber. Through the use of interviews I found that they all agree being able to tell if someone doesn’t want to talk was a helpful skill to have, however they also said they have had people that didn’t care either way. That is why it is in the Nice To Have category. Greeting people is also nice to have because it is not essential to being a successful barber; it is also a minor detail. Remembering people’s hairstyles is also not essential because people often change their hairstyles and want to try new styles.

# Sources

-Jacob, S. A., & Furgerson, S. P. (2012). Writing Interview Protocols and Conducting Interviews: Tips for Students New to the Field of Qualitative Research. The Qualitative Report, 17(42), 1-10. Retrieved from http://nsuworks.nova.edu/tqr/vol17/iss42/3

**-** Iversen, Gudmund R., and Norpoth, Helmut. 1996. Analysis of Variance. Sage University Paper series on Quantitative Applications in the Social Sciences, series no. 07-001). Beverly Hills, CA: Sage Publications.