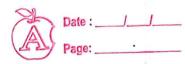
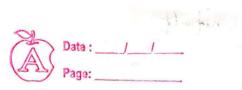
	Page:
#	Observation Studies
stab los	- Systematic process of recording the
magical the	behavioral pattern of people, objects
1.44	occurrences is called Observation.
	- Observational studies are Qualitative in
1-11-1	all reside natures of all land ballance with -
1	- It is a way of collecting data through observing.
Collection.	- It is a way of collecting data through observing. - Observation studies gather the information about
	behavior.
中	Various kinds Therese types of observable phenomena-
	- (Sych as shown - patterns)
	conversations, I deas exchange
	Expressive behavious - (tone it voice, facial expressions)
200	(Spatial relations I locations - (such as trouthic pattern)
	(3) Temporal Patterns- (time spent, driving, business decision)
	- Courses of Localdon letter includes
	-> Observation method offed generales data without
	a subject's knowledge :
	> Observation studies allow for the systematic
(Am Jak)	recording of non-werbal behavior.
	· to that the whole promises of
ائـ	
#	Mechanical Observation -
. 1	- In mechanical observation, use various types of
111111	machines to collect the data -
	- It includes:
Carlo Service	M'deo cameras, Arathic contexs, Relevision monitoring,
*97 9 *A)-	Monitoring website traffic, Audiometer.
Jaielle A	Supermarket scanner, etc.
	fory et they do whole doste the get the prof
	, I MICE STLANGALT



	-> Mechanical device observe the situation of behavious
	accurately that are routine, repeated in or programmatic.
Are	> These mechanical devices installed out that places where
al No	very difficult to observe by the person.
27316	and aller firster one considered is one the
	Some advance mechanical devices are -
	Measuring physiological Reactions
	@ O Eye Arracking monidors - Observe eye movement
	@ Pupil-meters - vecord changes in pupils diameter.
1	3 psychogalvanometers - measure galvanic skin response
	@ Voice-pitch analyzer-record abnormal forecuencies in vince
	, and the state of
	G - Lawsi - Experimental Reserve
#	Experimental Research - & its types -
	- Experimental Research is used to gather the necessary
	data that helps to make better decision.
	Parishand group and sundands of a
1691	- Experimental Research is a scientific & Systematic method
1	of research.
	- Researcher manipulates Independent variable on Dependent
	variable to see its effect to me the
	- Den. Ware. indicate the statu coing to the
➾	Characteristics of E.R -
10	(1) Control - Researcher try to control the factor that affects.
	2 Manipulate - Apply Independent variable on Dependent variable. B Observation - Observe the behavior of the cause/factor.
0700	(1) Replication - Researcher repeate the research is overcome to the factor.
*	Hope of the serial device in the serial desir recent to heart to heart
110	· nowing the sound bolow of Within
	TOTALLIFE MARKET POSTAGE TOTAL CONTROL TO THE POST



F	3 types of Experimental Research -						
	(- -						
works	-> It is the simplest form of experimental research.						
	-> A group or various groups kept under the observation						
	and after factors are considered & see the cause						
	cand effect of such some complete some						
	- Managing Physical Roading						
Sar Soil	@ True-Experimental Research						
diame	> This research is - based on statistical analysis.						
27. 15.0	> It is the most accurate form of exper. research.						
, rangero	Chives accurate result)						
	3 Juasi- Experimental Resegres -						
	- It is similar to experimental, but not the same.						
61 33	- In this experiment, control group is assigned.						
:5:	- Independent variable is manipulated, but the						
	participant group are not randomly assigned.						
	- It is used whose random assignment is not sequired						
	· Assessed to						
30 C	- 125 ag Los manipulates indopented inviens						
#	Demand Characteristics -						
	-> Dem. chara, indicate the study aims to the						
	participants.						
	> This indication indicate the participant to change						
out Out	their behavior is response based on research.						
1-1-1-1	-> Researcher act & support the aim of the research,						
4-4-4	that comes under demand characteristics.						
	-> Regearcher cann't reveal their research hypothesis,						
	untill he reached some valid decision.						



=>	3 basic characteristics of Demand Characteristics -							
	1) Position 2							
	(2) Slop Showing by graph. (3) Shift							
	- 1 A A W 2							
4	How to avoid Demand Characteristics -							
	1) Hide the purpose of research from participants							
	Daire only me is deposed to the fact to the							
Carrie	Dive only one independent variable to each participant.							
The second	3 Assignment of groups ride from participant of yourself.							
	The state of the s							
v- 1	Comming Scale							
- A surtem of assigning numicos, spended to								
	The state of the s							
7	egs - howard discussion of color plans							
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	B Ordinal skele:							
	- Ordinal scale. Envisible sinds on realist.							
	TO THE STATE OF TH							
alcoshurt	Lie Sapa salt grimate shows result showing the agad of s							
(North	(3) Extended Scale -							
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	in an order.							
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	The state of the s							
	of it work to group of ordered from I to to							
	of 2,000 11 40 200							

in our contract will group A. S. B. & Some



	1 Radio Scale -
	> Reation Scale is same as the Interval scale, but in which addition of zero point.
	in which addition of zero point.
	e.g.> -weight -speed
	- Area - Velocity.
	0
#	Ouestionnaire Design & its steps -
	101/1001/1001
-	Oustionnaire Design -
	→ It is a systematic data collection technique.
3	> It consists a series of questions required to be answer
	by the participants / respondents.
	> Using the declarious identifying the second of the
	> Using this technique, identifying the respondent's affitude, experience is behavior towards the subject of
	research.
	OSEA OCA.
=	Steps of During dain march
	Steps of Questionnaire design process - (1) Specify the information needed
	Specify the Influence needs

8B.4 Questionnaire Design

Questionnaire is a systematic, data collection technique consists of a series of questions required to be answered by the respondents to identify their attitude, experience, and behavior towards the subject of research.

The following steps are involved in the questionnaire design process:

- 1. Specify the Information Needed: The first and the foremost step in designing the questionnaire is to specify the information needed from the respondents such that the objective of the survey is fulfilled. The researcher must completely review the components of the problem, particularly the hypothesis, research questions, and the information needed.
- 2. Define the Target Respondent: At the very outset, the researcher must identify the target respondent from whom the information is to be collected. The questions must be designed keeping in mind the type of respondents under study. Such as, the questions that are appropriate for serviceman might not be appropriate for a businessman. The less diversified respondent group shall be selected because the more diversified the group is, the more difficult it will be to design a single questionnaire that is appropriate for the entire group.
- 3. Specify the type of Interviewing Method: The next step is to identify the way in which the respondents are reached. In personal interviews, the respondent is presented with a questionnaire and interacts face-to-face with the interviewer. Thus, lengthy, complex and varied questions can be asked using the personal interview method. In telephone interviews, the respondent is required to give answers to the questions over the telephone. Here the

8B.3.2 Likert Scale

A Likert scale is a psychometric scale commonly used in questionnaires, and is the most widely used scale in survey research. When responding to a Likert questionnaire item, respondents specify their level of agreement to a statement. The scale is named after its inventor, psychologist Rensis Likert. The Likert scale can also be used to measure attitudes of people. When responding to a Likert questionnaire item, respondents specify their level of agreement or disagreement on a symmetric agree-disagree scale for a series of statements. Thus, the range captures the intensity of their feelings for a given item.

Definition:

A measure of attitudes designed to allow respondents to rate how strongly they agree or disagree with carefully constructed statements, ranging from very positive to very negative attitudes toward some object.

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	Disagree	Disagree	Neutral	Agree	Agree
I believe face- to-face learning is more effective than online learning.	0	0	0	0	•
I am comfortable with self- directed learning.	0	0	•	0	0
I do not resist having my lessons online.	0	•	0	0	0
I like online learning as it provides richer instructional content.	0	0	0	•	0
I would like lecture time in the classroom to be reduced.	•	0	0	0	0