

# What to look out for when conducting observations

There are 5 main categories of things to look out for when conducting an observation:



#### **Behavior**

What your participants do



#### Words

What your participants say



#### **Faces**

What your participants feel Where your participants look



#### **Environment**

Where your participants are



#### **Artifacts**

What your participants use

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## What you find out when doing observations

#### **Activities:**

On the most basic level you find how people do different things by observing their activities.

#### Feelings:

You find out if experiences are positive or negative by observing your participant's feelings -and what prompts those feelings.

#### Relationships:

You find out how people interact and collaborate by observing their relationships

#### **Enculturation:**

You build an understanding of the culture or group that you are observing.

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