



**MAHATMA GANDHI CENTRAL UNIVERSITY, BIHAR**

(A Central University Established by an Act of Parliament)

Gandhi Bhawan, Bankat, Motihari, District – East Champaran, Bihar – 845 401

**E-Vimarsh (Online lecture series)**

**Course- GPS6001 (Research Methodology)**

Techniques of Data Collection  
**Observation**

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## Goode & Hatt

“Science begins with observation and must ultimately return for its final validation”.

Observation is used in the social sciences as a method of primary data collection about people, processes, and cultures. It is used in evaluation performance, interests, attitudes, values towards their life problems and situations.



# Meaning and Definitions

## **Galtung**

Observation includes all forms of sense-perceptions used in the recording of responses, as they impinge on our senses.

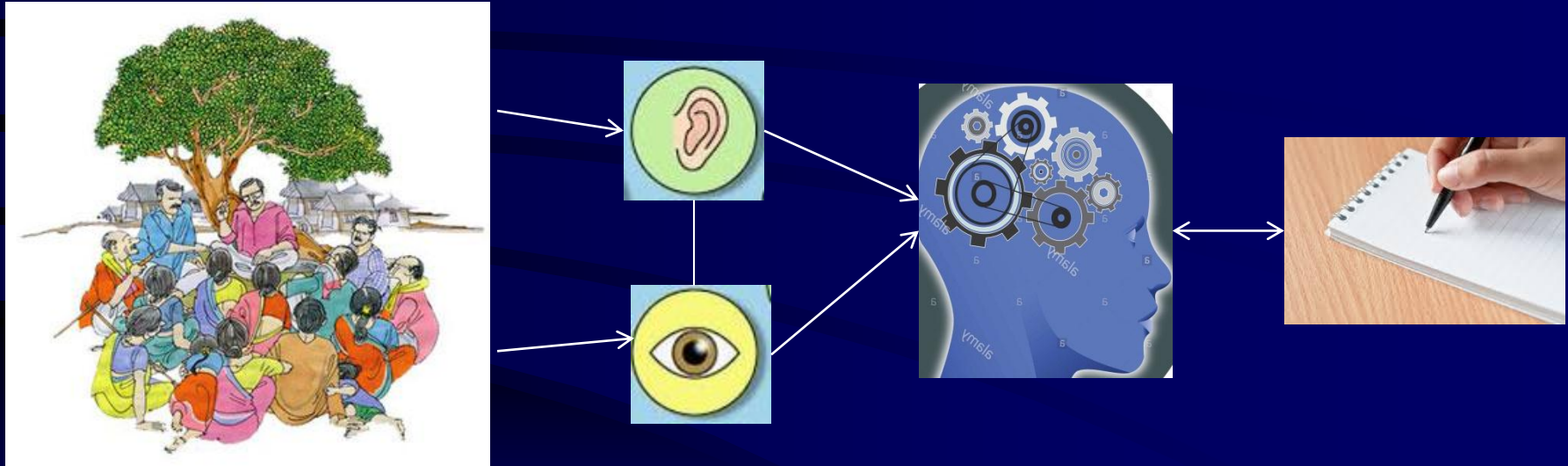
## **Marshaal and Rossman**

They define observation as "the systematic description of events, behaviors, and artifacts in the social setting chosen for study"

## **Erlandson and others**

Observations enable the researcher to describe existing situations using the five senses, providing a "written photograph" of the situation under study

# Data collection through observation



# Types of Observation

1. Participant and Non-Participant Observation
2. Controlled and Non controlled observation
3. Structured and Unstructured

# Participant and Non-Participant Observation

## Participant Observation

When the researcher/observer take part in the activities of the group, it is called Participant Observation.

### Covert observation:

Where the participants are unaware of being observed.

### Overt Observation:

where the participants are aware of being observed

## **Non participant Observation**

When the researcher/observer does not take part in the activities of the group.

### **Covert observation:**

Where the participants are unaware of being observed.

### **Overt Observation:**

where the participants are aware of being observed

# Controlled and Non controlled observation

## Controlled Observation

When observation takes place according to definite pre-arranged plans, involving experimental procedure, the same is then termed controlled observation.

## Non controlled Observation

If the observation takes place in the natural setting, it may be termed as Non controlled observation.



# Structured and Unstructured

## Structured Observation

In structured observation the observation take place with pre defined plan and characteristics in advance.

## Unstructured Observation

When observation is to take place without the pre defined plan and characteristics in advance, termed as unstructured observation.

## Steps of Observation



**Determine the area to observed according to Research Problem**



**Select the Participants**



**Conduct the Observation**



**Compile the Collected Data**



**Analyze and Interpret the Data**

# Precaution while collecting the data by using this technique

- Observation must be scientific
- It should not be subjective
- Researcher should prepare a schedule before using this technique
- Background study is necessary for the technique

# Advantages

- Reliable and valid information can be collected
- Subjective bias is eliminated, if observation is done accurately.
- Researcher get first hand data
- Simple Method
- Most useful for qualitative data
- This method is particularly suitable non-verbal respondents.

# Disadvantages or Limitations

- Information provided by this method is very limited.
- Subjective method
- Expensive method
- Time consuming process
- Training and experience needed

# References

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# Thank You



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