

Qualitative Analysis Lab #3: Observation

Video Clip #1: Ethnography for design: Handicapped aboard plane
<http://www.youtube.com/watch?v=QzNLdN44r7Y&feature=related>

Video Clip #2: Some American families and the way they eat
<http://www.youtube.com/watch?v=GMdwGxreYcM&context=C31f8039ADOEgsToPDskKD-P0sDJR29mcunGFmJR2z>

Directions:

- Choose one video clip and watch the video using observational data collection procedures.
- Write field notes that include your observations (descriptive notes) and your reactions or interpretations of those observations (reflective notes).
- In your field notes, describe and reflect on the following components (as applicable):
 - 1) Physical setting
 - 2) Activities that are occurring
 - 3) Social interactions (verbal) between individuals
 - 4) Non-verbal communication
 - 5) Behaviors
 - 6) Things you might expect to see—but don't
- Write a 2-3 page paper that includes your analysis of your field notes.