

SUGGESTIONS FOR FOCAL POINTS IN AN OBSERVATION GUIDE

The following table contains possible focal points for conducting *participant observation*, which you be inspired by, when developing an observation guide. This guide is appropriate for *open observation*, where the purpose is to formulate new thoughts, ideas and hypotheses.

DOCUMENTATION	
Principles	<ul style="list-style-type: none"> • Take notes as carefully and detailed as possible. • Record time, place and type of activity. • Take photos and possibly record video - remember to get permission! • Be open and curious rather than concluding. • Continuously Change between documenting and participating.
DESCRIPTIONS	
People	<ul style="list-style-type: none"> • Describe the people, why they are there, and what their roles are. • Describe: clothing, age, language, dialect, tone of voice and body language.
Settings	<ul style="list-style-type: none"> • Describe the architecture, the lighting, the interior, the building. • Describe whether it is a public or a private place and whether it is indoors or outdoors. • Sensory impressions: Sounds, colors, temperature, scents. • Ambience: which associations does the place and situation give you, you may consider using metaphors.
Activities	<ul style="list-style-type: none"> • Describe the activities in the room: what do people do, how do they do it and how do they move around? • Describe the interaction between people. Who is interacting with whom? • Also describe different or irrational behavior and pay attention to body language.
Artefacts	<ul style="list-style-type: none"> • Describe artifacts: E.g. Boards, cars, computers, smartphones. • Who uses them and how do they interact with them?
WRAPPING UP	
	<ul style="list-style-type: none"> • Describe surprises and strong impressions. • Be aware and critical of how prejudices, preconceptions and your role as an observer might influence your observations and the behavior of people you observe and interact with.