

## Unobtrusive Observational Methods

- looking at evidence of past behavior.
- *nonreactive* methods
- contribute to a *multimethod approach*

---

---

---

---

---

---

---

---

## Two Unobtrusive Observational Methods

- Archival records are the public and private documents that describe the activities of individuals, institutions, governments, and other groups.
- Physical traces are the remnants, fragments, and products of past behavior

---

---

---

---

---

---

---

---

## Unobtrusive Observational Methods Archival Data

- Archival records are the public and private documents that describe the activities of individuals, institutions, governments, and other groups.
- These can be *running records* (e.g., your transcript) or records of *specific events* (e.g., your graduation).

---

---

---

---

---

---

---

---

## Archival Data: Problems and Limitations

- Selective Deposit occurs when some information is selected to be included in the archival record, but other information is not.
- Selective Survival occurs when information is lost or missing from an archival source.

---

---

---

---

---

---

---

---

## Physical Traces

- Physical trace measures are obtained indirectly—people are not present when the data are collected.
- Two types of physical traces:
  - Use Traces
  - Products

---

---

---

---

---

---

---

---

## Physical Traces

- Use traces: Evidence that remains from the use or nonuse of an item.

*Example:* beverage containers in campus recycling bins (soda, juice, water)

What do these containers tell us about the health habits of college students?

---

---

---

---

---

---

---

---







2001



1999

---

---

---

---

---

---

---

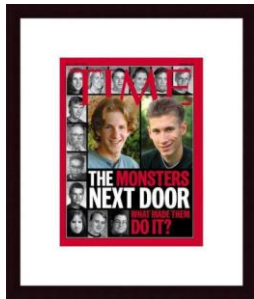
---

---

---



1993



1999

---

---

---

---

---

---

---

---

---

---

## Content Analysis

- Three Steps of Content Analysis
  - Identify a relevant source.
    - Choose an archival record that will provide information to answer the research question.
  - Sample selections from the source.
    - The goal is to obtain a representative sample.
  - Code units of analysis.
    - Use precise operational definitions of descriptive categories and appropriate units of measure.

---

---

---

---

---

---

---

---

---

---

Kaiser study on messages involving sex and sexuality across television

– Identify a relevant source




---

---

---

---

---

---

---

---

Sample selections from the source.

The goal is to obtain a representative sample.

- Sample 1.  
Composite week sample (including commercial broadcast, public broadcast, basic cable and premium cable channels).  
For each TV station; random selection for shows (6.00a.m. to 10.pm) = 112 hours for each TV station. Random means that each show has an equal chance of being included.  
Excluded sports, news, and children programming for the analyses 959 programs

• Distribution of Programs Analyzed by Channels Composite Week

Channel	N
ABC	95
CBS	92
Fox	106
NBC	82
PBS	76
WB	113
Lifetime	115
TNT	97
USA	100
HBO	83
Total	959

---

---

---

---

---

---

---

---

Sample selections from the source.

The goal is to obtain a representative sample.

- Sample 2.  
to increase confidence about prime time collected over-sample of prime time television shows  
Three full weeks of prime time shows

• Distribution of Programs Analyzed by Channel: Broadcast Network Prime-time

Channel	N
ABC	69
CBS	69
Fox	64
NBC	69
Total	261

---

---

---

---

---

---

---

---

Sample selections from the source.  
The goal is to obtain a representative sample.

- Sample 3.  
to assess content of shows specifically geared for those aged from 12 to 17 years old. Selected 20 most viewed shows by that age group

• Top 20 Programs Most Frequently Viewed by Teens

American Idol	Nanny 911
Simpsons	Lost
Desperate Housewives	That 70s Show
Survivor: Palau	WWE: Smackdown
CSI: Crime Scene Investigation	7 <sup>th</sup> Heaven
Extreme Makeover: Home Edition	Quintuplets
The O.C.	Without a Trace
Family Guy	24
Survivor: Vanuatu	Arrested Development
One Tree Hill	America's Next Top Model

---

---

---

---

---

---

---

---

---

---

---

---

Code units of analysis.

Use precise operational definitions of descriptive categories and appropriate units of measure.

Measuring Sexual Messages

- Talk about sex
  - Characters discussing their own or others' sexual actions or interests
- Depictions of sexual behavior including
  - Sexual intercourse (also strongly implied)
  - Intimate touching, passionate kissing, physical flirting
  - Only included if the behavior was primary or substantial emphasis of the scene
- Sexual content scenes were coded for mention of possible risks or responsibilities associated with sexual activity
  - Mentions of contraception, condoms, safer sex, sexually transmitted diseases, pregnancy, abortion, abstinence or waiting to have sex

---

---

---

---

---

---

---

---

---

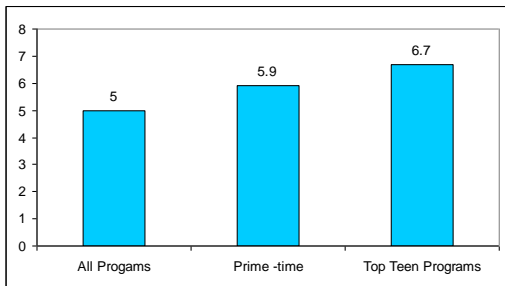
---

---

---

How much content?

Among shows in 2005 with sexual content the number of sex-related scenes per hour




---

---

---

---

---

---

---

---

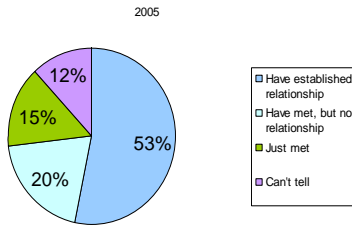
---

---

---

---

### Relationships of characters involved in intercourse



---

---

---

---

---

---

---