

## Worksheet 3: Research methods answers

Feature	Evaluation
Overt / Covert	<b>Type:</b> This is an overt observation as the <u>worker</u> will know I am observing them.
	<b>Strength:</b> The study is ethically sound as participants are aware that they are being <u>observed at work</u> and have given their permission (informed consent).
	<b>Weakness:</b> The <u>workers might avoid non-work related topics</u> of conversation as they are being observed which lowers the validity of the study.
Naturalistic / Controlled	<b>Type:</b> This is a naturalistic observation as I would be in the participants' natural environment ( <u>the workplace</u> ).
	<b>Strength:</b> Participants should behave more normally as they are in the familiar environment with <u>co-workers</u> they know well which can improve the validity of the findings.
	<b>Weakness:</b> It could be challenging to hear all the conversations in a <u>busy workplace</u> , as I would have no control over background noise, for example.
Structured / Unstructured	<b>Type:</b> This is a structured observation, as I will record in a checklist whether the conversations were <u>about work or not about work</u> .
	<b>Strength:</b> Quantitative data will be produced, e.g. <u>minutes spent talking about work or about other topics</u> which is a reliable method.
	<b>Weakness:</b> In designing the checklist I may not have captured all behavioural categories, for example if <u>participants talk about the economy, this may or may not be work-related</u> which lowers the reliability of my findings.