

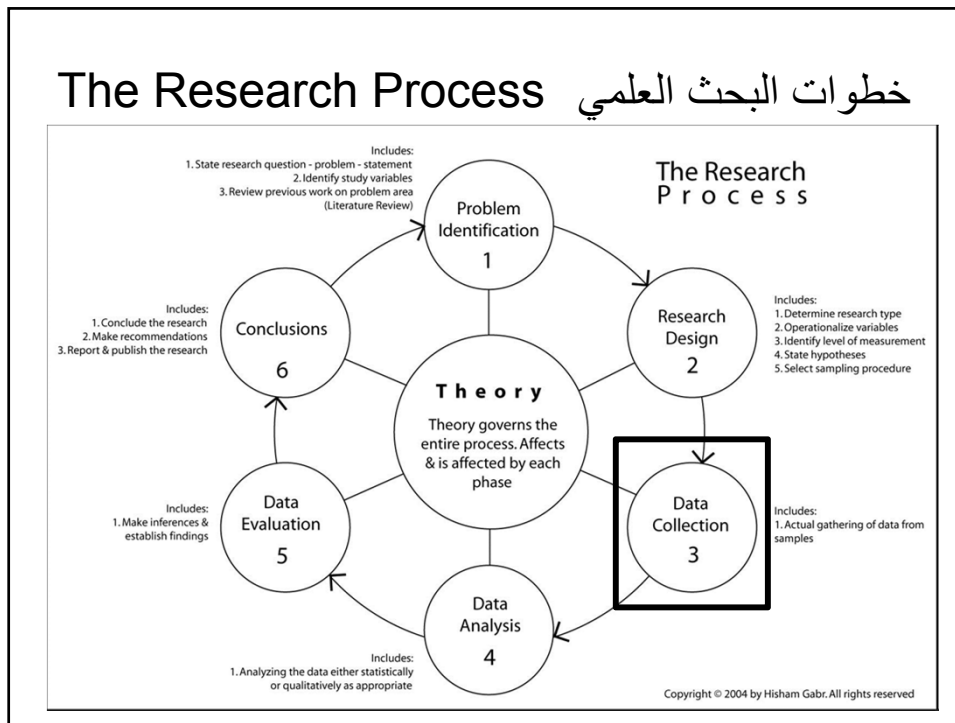
1. Scientific Thinking
2. Scientific Research
3. Data Collection Techniques

1. التفكير العلمي
2. البحث العلمي
3. طرق جمع المعلومات

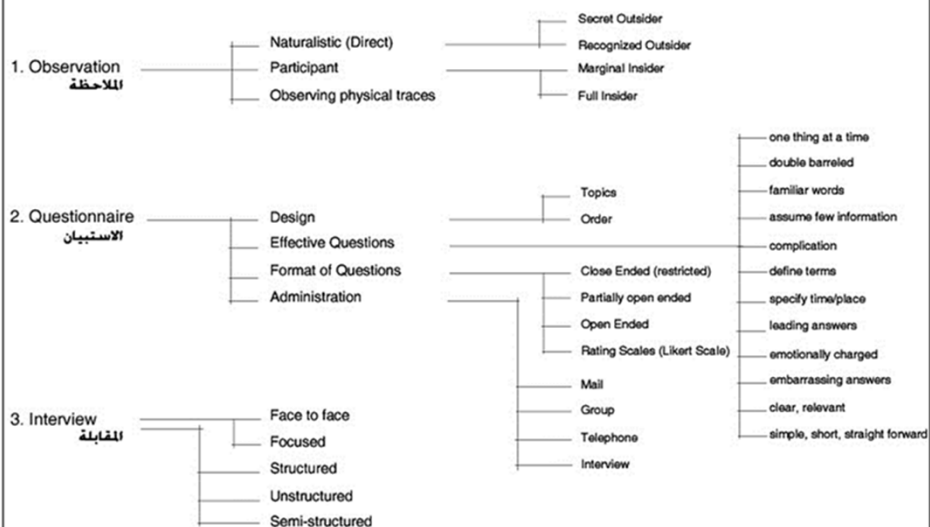
Data Collection Methods

طرق جمع البيانات

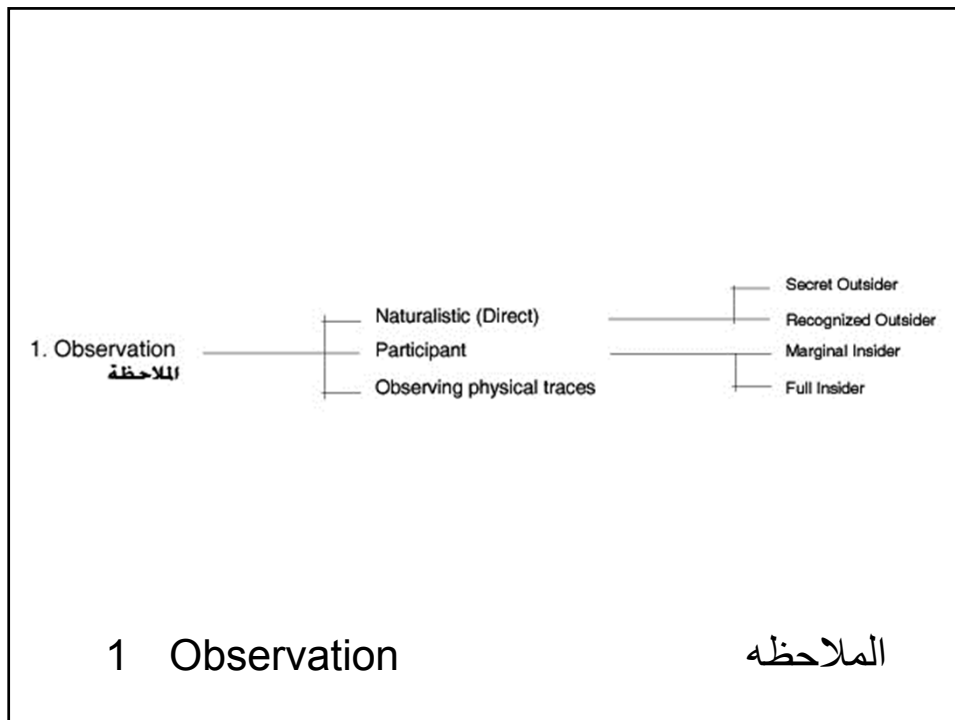
The Research Process خطوات البحث العلمي



Data Collection Techniques (Field Research)



Prepared by Prof. Hisham Gabr, 2005



- Introduction & Types of Observations
- Naturalistic Observations الملاحظة الطبيعية
- Participant Observations الملاحظة بالمشاركة
- Observation of Physical Traces
ملاحظة الأدلة الطبيعية
- Comparison of Observation Types
مقارنة أنواع الملاحظة

Observations

- Observation involves the systematic and careful observation of subjects, objects, or phenomena in their natural setting.
- The technique is particularly useful in the field of architecture and urban design although it is extensively used in social and ethnographic research.

ملاحظة الأشخاص والأشياء والظواهر في بيئتها الطبيعية
الملاحظة أسلوب مفيد في مجال العمارة لجمع المعلومات

A. Naturalistic Observation الملاحظة الطبيعية

- Sometimes called direct or non participant observation. The observer in this type is considered an OUTSIDER. One can differentiate two types of naturalistic observation:
- the secret outsider الملاحظة السرية
- the recognized outsider الملاحظة الغير السرية

What to Look For ?

Zeisel (2006) summarizes the important items to look for during the observation of environmental behavior. They are:

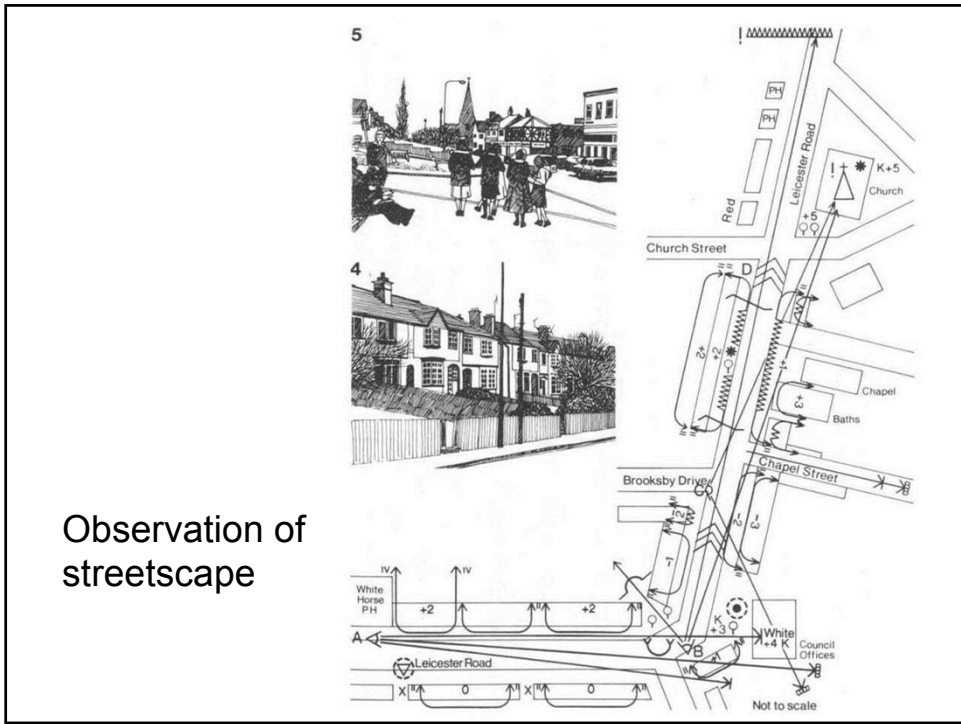
1. Who is: actor
2. Doing what: act
3. With whom: significant others
4. In what relationship: describes the relationship between the actor and the others such as aural, visual, tactile, olfactory, or symbolic type relationship
5. In what context: describes the sociocultural context including the situation and culture
6. Where (Setting): describes the physical setting

Recording Devices طرق تسجيل الملاحظات

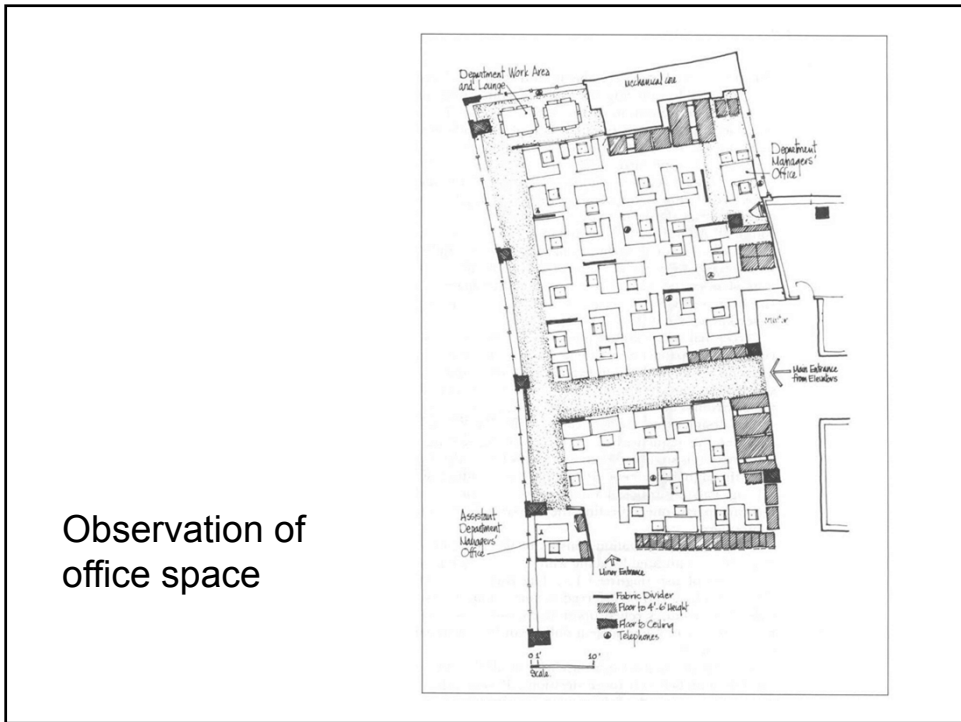
Observations can be recorded using photographs, pre-coded checklists, maps, notations, or videotapes and movies (Zeisel, 2006).

الخريطة السلوكية

Mapping observed behavior is a well known technique called **behavioral mapping**, which is an annotated diagram or map of observed behavior.

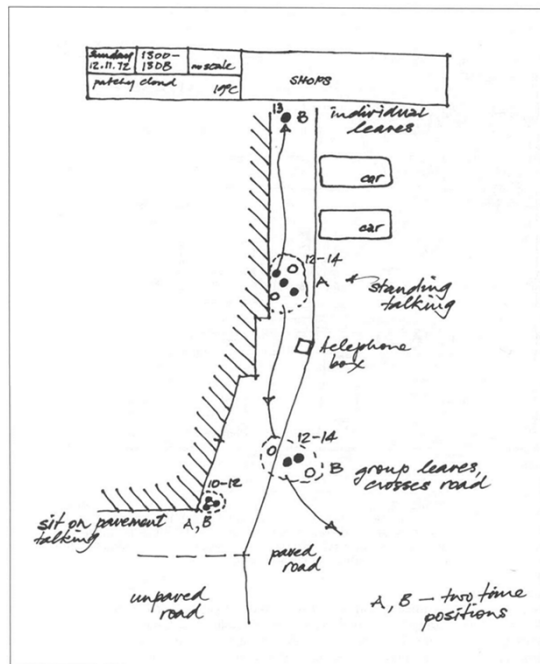


Observation of streetscape



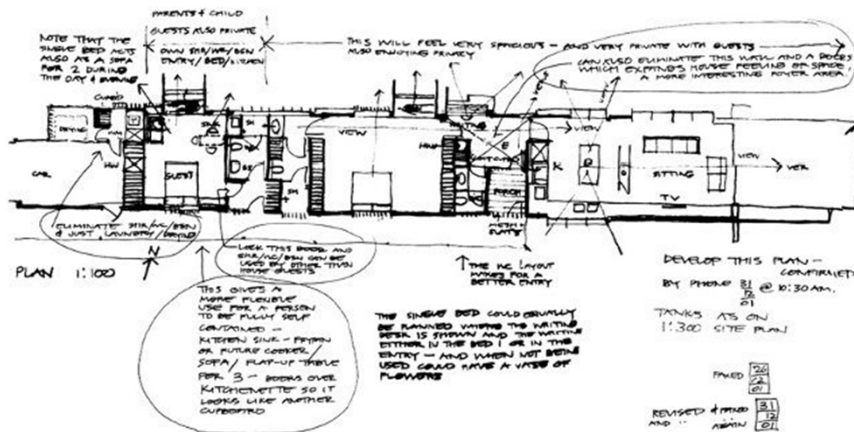
Observation of office space

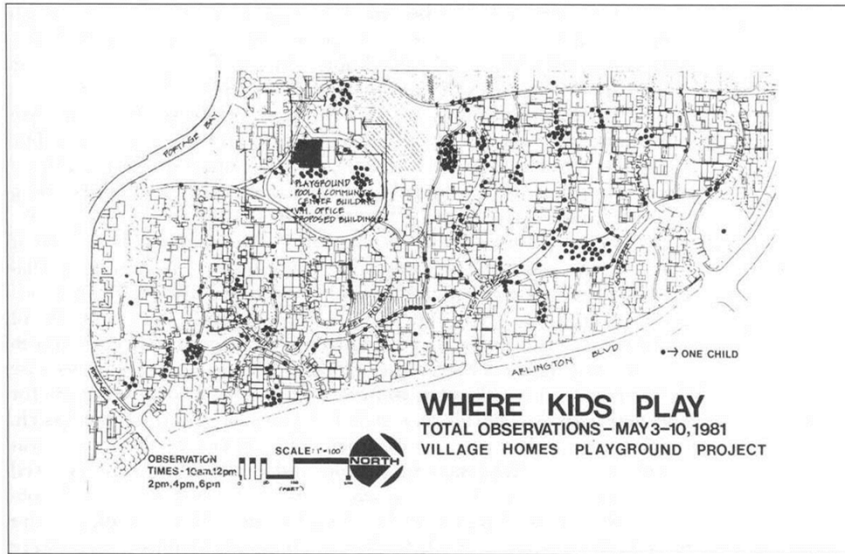
Observation of street activity

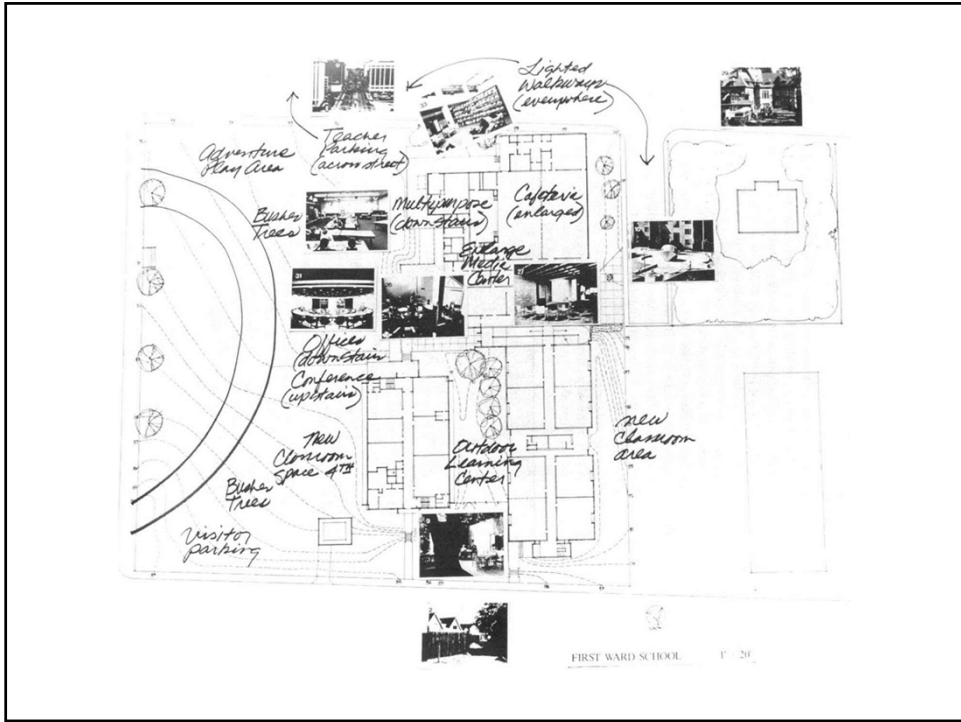


Annotated Observation

Practice by keeping a journal
Critical & in-depth analysis







Observation of activity

ملاحظة النشاط البشري



Observation of activity

ملاحظة النشاط البشري

B. Participant Observation الملاحظه بالمشاركة

- Participant observation is when the observer is an INSIDER. One can differentiate two types of participant observation:
- the marginal participant
- the full participant

Concern with Participant Observation

A serious ethical concern arises when dealing with participant observation.

أخلاقيات البحث

Would the participant observer be considered cheating on the community that he became involved with?

C. Observation of Physical Traces

Observation of physical traces is a particularly useful techniques in architecture and urban design.

The simplicity and unobtrusiveness of the techniques makes it one of the easiest data gathering to conduct.

It could be used to gather data in early stages of the research such as for exploration or it can be used in detailed and information extensive data gathering.

What to Look For ?

Zeisel (2006) summarizes the important items to look for during the observation of physical traces. They are:

1. By-products of use: including signs of erosions, leftovers, and missing traces
2. Adaptations for use: including props, separations, and connections
3. Displays of self: including personalization, identification, and group membership
4. Public messages: including official, unofficial, and illegitimate signs
5. Context: understand how traces clarify the context and how the context clarifies the traces.

Recording Devices

Observations can be recorded using photographs, drawings, annotated diagrams, or counting (Zeisel, 2006).

Comparison

Naturalistic	Participant	Trace
emphatic (feel for the character)	emphatic (feel for the character)	imageable (suggests ideas)
direct	direct	easy
variably intrusive	unobtrusive (no influence on behavior)	unobtrusive (no influence on behavior)
dynamic	dynamic	durable (do not quickly disappear)



Observation of phenomena in architecture