

Admin Overview Types PreCon Tips Labs

## Example Fieldwork (Lab Models It)

1. I decide to sit at the top of the library steps.
2. In the first ten minutes, I decide that what interests me about peoples' behavior is whether they're using a cell phone or not.
3. I spend five minutes coming up with operational codes (no phone visible, phone visible such as on belt, phone in hand, using the phone, using the phone on speakerphone) and conceptual codes (levels of media readiness?).
4. I then spend ten minutes looking for patterns in that variable, by looking for independent variation in the setting. I decide to focus on people exiting from the library, and their distance from it, and I realize that the further people are from the library, the more likely the phone is to be visible, used, and on speaker.
5. In my analysis, I explain that media readiness increases as students distance themselves from work and solitude.

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## Lab Exercise (40 min.)

- ◆ Sampling (5 min): Pick campus location where you expect to see people
- ◆ DV observation (10 min): Look for interesting variation in behavior of people
  - Size of groups, ethnic or gender composition of dyads, apparent status or dress of individuals
  - Style of movement, food or media consumption, communication patterns (talk, listen, whisper, sing, yell)
- ◆ DV coding (5 min): Classify variation by constructing set of conceptual values
- ◆ Grounded theory (10 min): Find variation in setting that seems associated w/ classification
  - walkways, doorways, steps, outside class rooms, construction zones, traffic patterns, landscaping
- ◆ Report (10 min): Briefly summarize the covariation you've observed
  - Summarize your observations clearly
  - State the relationship as a generalization about CSUN students (or some other population)
  - Assess the data on which you've made this generalization
  - Submit at start of the next lecture – you *must* submit your notes, too, for a "check-plus"

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## Lab Exercise (40 min.)

- ◆ Warnings
  - Little prep, so no lit review to guide you
  - Small time frame – may not see anyone, or enough variation to say much
- ◆ Past results as examples (don't do these!)
  - Larger groups follow walkways
    - ◆ So, authority structures in large groups? Or group size increases alignment with setting's rigidity?
  - Smaller groups less diverse but move faster
    - ◆ Individuals are more anarchic, roam and behave freely
  - More variation where setting varies more

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