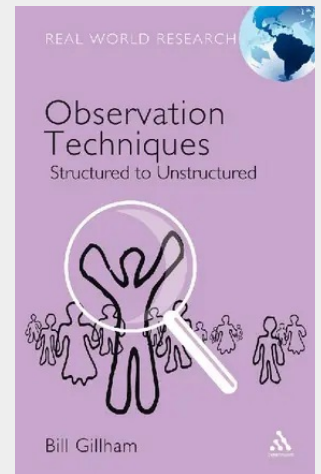


Observation Techniques

The Real World Research Series provides readers in a variety of fields - academia, business and the professions - with accessible concise and reliable guides to all of the important aspects of research projects and their methods. A practical guide for students and researchers who wish to understand the value of observation as a reliable research method. This comprehensive guide will enable readers to set up observations and choose when it is most appropriate to use structured or unstructured techniques. Observation is arguably the most direct and valid method of research because the resulting data is derived from what people actually do rather than what they say they do. This practical and introductory guide covers - understanding the value of observation - setting up the observation - developing structured or unstructured techniques. Table Of Contents

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