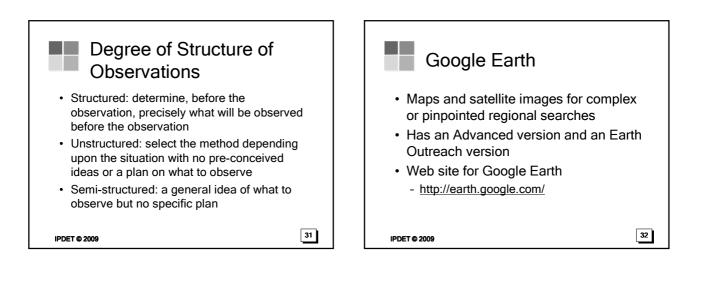
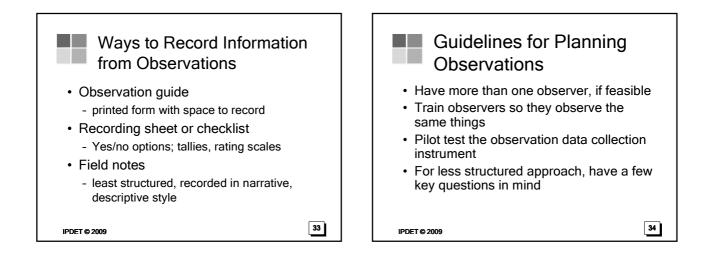
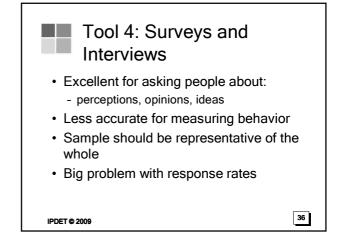


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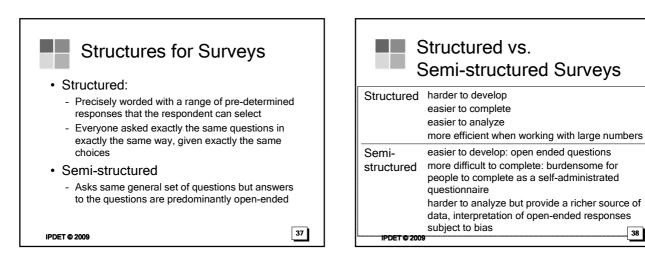




| Advantages and Challenges: Observation | | |
|---|---|--|
| Advantages | Collects data on actual vs. self- reported behavior or perceptions. It is real-time vs. retrospective | |
| Challenges | Observer bias, potentially unreliable; interpretation and coding challenges; sampling can be a problem; can be labor intensive; low response rates | |
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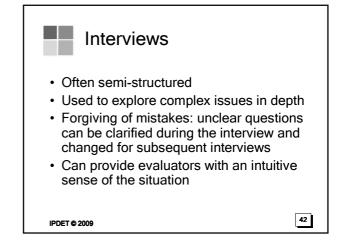


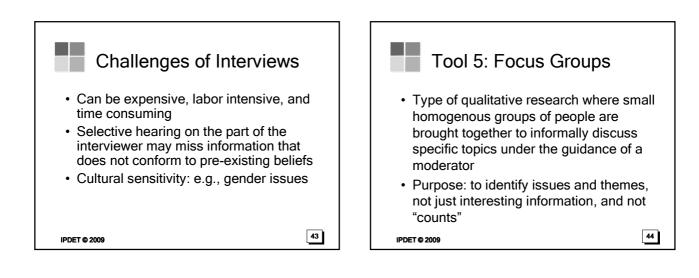
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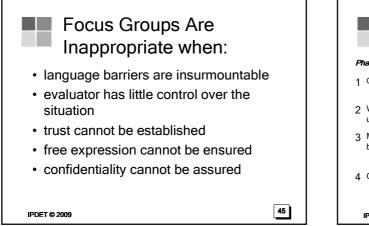




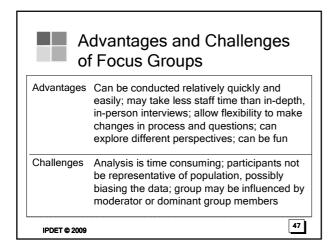
| Advantages and Challenges of Surveys | | | |
|---|--|--|--|
| Advantages | Best when you want to know what people think, believe, or perceive, only they can tell you that | | |
| Challenges | People may not accurately recall their behavior or may be reluctant to revea their behavior if it is illegal or stigmatized. What people <i>think they</i> <i>do</i> or <i>say they do</i> is not always the same as what they <i>actually do</i> . | | |
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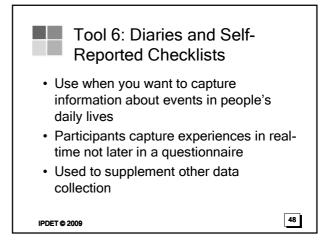


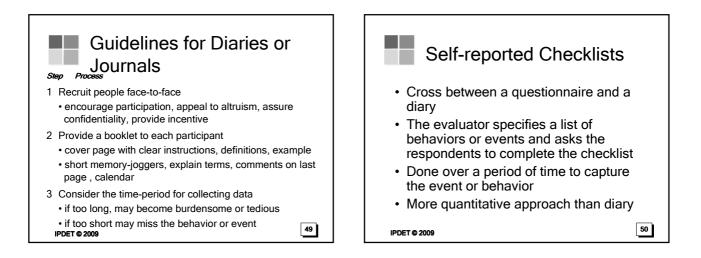


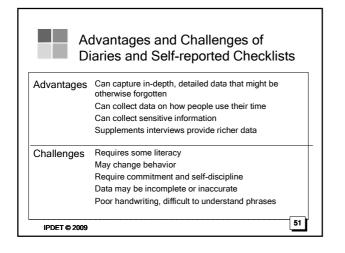


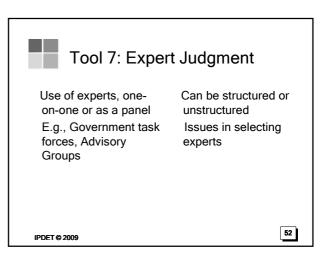
| Focus Group Process | | | | |
|---------------------|---|--|--|--|
| 1 Opening | Ice-breaker; explain purpose; ground rules; introductions | | | |
| 2 Warm- up | Relate experience; stimulate group interaction; start with least threatening and simplest questions | | | |
| 3 Main body | Move to more threatening or sensitive and complex questions; elicit deep responses; connect emergent data to complex, broad participation | | | |
| 4 Closure | End with closure-type questions; summarize and refine; present theories, etc; invite final comments or insights; thank participants | | | |
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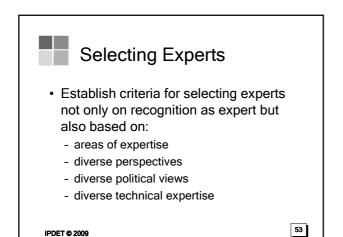


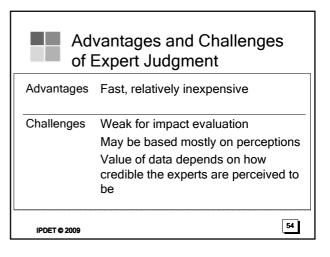




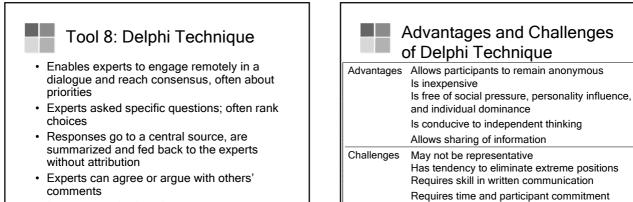


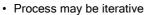






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Other Measurement Tools



- scales (weight)

- tape measure

- stop watches

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- chemical tests :

i.e. quality of water

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- health testing tools:

i.e. blood pressure

achievement tests

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-citizen report cards

- aptitude and

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