

Observational Exercise

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Observational Exercise

The Jottings that will follow are the result of a 60-minute observation at a local diner in NJ. The jottings have been concisely documented using key words and phrases. Parts of the jottings include pieces of dialogue between patrons and workers.

Jottings

- Sunday, September 30, 2018
- Time: 4:52 p.m. EST
- Location: North Bergen, NJ; Coach House Diner; Bar area of the restaurant
- Weather: sunny clear skies 70 degrees
- Greeted by host
- Bar area to the left as you walk in the main entrance
- Booth seating surrounds the bar
- Immediately greeted/smile by bartender
- Bartender option sit at bar or surrounding area
- Choose booth seating surrounding area
- Bartender what can I get you? Coffee please
- Giants vs. Saints current score 7/3 middle big screen TV
- 4:57 p.m.
- 5 patrons seated at the bar
- 2 out of 4 males seated next to each other friendly
- Above males together one middle aged wht male wearing a Green Bay Packers jersey the other middle aged wht male wearing Giants jersey
- Bartender wht male light purple shirt, tie blk pants early 30's
- Bartender to wht male blk/gray shirt blk pants another blue moon? Blk/gray shirt male "yes"
- Bartender serves beer to wht mal blk/gray shirt blk pants
- Server brings bartender blk/gray shirt soup bartender says thanks and serves soup
- Wht male blk/gray shirt starts eating
- Bartender apologizes to wht male blk tshirt gray shorts (sitting in corner) begins making another drink they smile at each other bartender "sorry I slowed you down" patron "that's alright"
- 5:04 p.m.
- Both Giants/Green Bay jersey head to the rest room
- Bartender to me you alright over there "yes"
- Blk male wearing a blk hat blk athletic gear sitting at the bar watching the football game
- Patrons continue to enter and exit the restaurant
- Bartender is behind the bar cleaning and organizing
- Employees talk to each other two females 1 tall 1 short both wht
- 5:08
- Giants and Green Bay jersey guys return

- Giants and Green Bay jersey guys are talking to each other conversation/work
- Bartender hands blk/gray shirt male his main course
- Bartender "I'm sorry I didn't even get you silverware" blk/gray shirt that's fine
- Blk/gray shirt begins eating
- Bartender clears away martini glass from blk t-shirt
- Patrons continue to enter the restaurant they wait to be seated
- Patrons are greeted by hostess "how many" three hostess smiles patrons proceed to their seat
- 5:14
- Bartender smiles at his colleague
- Bar area three big TVs baseball game Yankee vs. Red Socks, Giants vs. Saints, Nascar
- Bartender how is your food? Good have you had it? Yes but it was 2:30 in the morning as he smiles
- Bartender leaves from behind the bar to check on me how are you doing over here? Great thanks for asking
- Bartender makes his way back behind the bar
- Bartender ask blk/gray shirt are you finished "yes" patron ask for to-go container bartender wraps up meal brief conversation btwn the two
- Mix of current pop and 90's pop music plays in the back ground
- 5:20
- Giants/Green Bay guys talking about the Giants game score now Giants 7 Saints 6 they high five each other after saints player missed the TD in the in zone
- Bartender how are you guys doing? "We're good" Respond Giants/Green Bay jersey guys
- Bartender continues to prepare drinks for the wait staff
- Giants/Green Bay laughing talking about coworker
- 5:25 p.m.
- Bartender to blk t-shirt how are you? Check please
- Bartender here you go sir
- Two new patrons wlk in bartender greets them with a smile and handshake two males one appears to be Asian w/glasses the other tall wht male with glasses they are given menus and they begin looking
- Blk male bald head enters the bar area sits at opposite end Bartender what can I get you? red wine
- 5:31 p.m.
- Wht male blk bandana sunglasses blk shirt walks in with wht female plaid blk shirt dark brown hair they sit at the bar
- Bartender takes the order of the two men with glasses that walked in/keys order
- Female worker dark hair talks to new customers that walked in (couple) she leaves
- New patron enters the bar area wht male gray sweat shirt blk baseball hat turned backwards he and blk/gray shirt appear to be friends as they sit next to each other looking at cell phone
- 5:35
- Bartender serves backwards cap a beer as well as bandana/sun glasses

- The bar is now busy with ten patrons sitting at the bar
- Bartender to wht female patron how are you? Good
- Giants/Green Bay jersey guys continue to talk
- Bartender serves the tall wht male and Asian male with glasses their food
- 5:40
- Giants/Green Bay get up for a cigarette
- The bar is clear able to see opposite end of the bar
- Everyone is eating/drinking and watching the game
- Bartender another drink for Green Bay jersey while he's gone
- Two males w/glasses are talking to each other as they eat
- Bandana and dark brown hair (couple) are talking she touches his face
- Bandana ask for a shot bartender pours, his lady says he's been working all weekend they engage in conversation w/bartender they are talking about bandana's work schedule
- 5:46 p.m.
- Blk male athletic gear leaves for the bathroom
- Giants/Green Bay walk back in
- Bartender continues to talk to bandana he shares an experience from high school working crazy overnight hours
- Half time of the football game
- Giants/Green Bay ask for menus
- Blk/gray shirt is talking to backward baseball hat
- Bartender you gentleman need a couple more mins? We're ready, what would you like?
- Discussion about sides and the salad bar they order two steaks...
- Bartender your meal incudes the salad bar Green Bay smiles and says I'm going to the salad bar before the game starts bartender smiles and says go ahead
- Music continues to play in the background
- Black male athletic gear returns from the rest room
- Bartender and blk/gray shirt engage in conversation both laugh
- Bartender ask Giants do you want it sizzling? He says yes bartender smiles and says there is no other way I figured didn't want to bring it and have to return it
- A wait staff member walks through the bar and says hello to backward hat

End Time: 5:52 p.m.

Observational Notes

According to Patton (2015), the purpose of collecting observational data is to provide in-depth details on the setting, the activities that took place in that particular setting, and information on all involved participants. This observation is classified as a naturalistic observation because it took place in the field (Patton, 2015). Emerson, Fretz, & Shaw state that ethnographers immerse themselves in the lives of others to capture their everyday experiences (2011). Jottings are the written account of what took place to ensure accuracy and to detail what transpired. The goal of the observer was to “get close” to the observed to understand the daily activities of people in a particular setting. The observers’ objective was to passively observe the interactions of patrons and a bartender in a diner. The research question that guided the observation was “How does the restaurant staff specifically the bartender interact with patrons?”

On a sunny fall day, the observer set out to complete the described observation. The observation took place on Sunday, September 30th from 4:52 p.m. to 5:52 p.m. at the Coach House Diner located in North Bergen, New Jersey. The observer pulled into a large parking lot filled with many cars. The observer proceeded to walk up several steps. Upon entering the diner, the observer was met by a hostess and asked where he would like to sit. Ultimately the observer chose the bar area and was then guided to that location of the diner. The bar area is situated to the left as you enter through two double front doors. Immediately the observer was greeted with a smile from the bartender. The bartender stated, “sit where you would like.” The observer chose to sit in a booth facing the bar area. This provided an optimal view of the bar. The bartender mentioned that there wasn’t a server for that particular area that the observer was sitting so he would be taking care of the observer. He asked the observer what he would like. The observer ordered coffee. While waiting for the coffee, the observer took out his laptop and

opened a blank Microsoft Word document and proceeded to record his jottings. When the bartender returned he said here is a pot of coffee for you to refill, as you would like since I'm alone in this section. Casually scanning the room most patrons sitting at the bar were looking at the three big-screen TVs that were affixed above the bar. The New York Giants and the New Orleans Saints football game was on the score at that time was Giants 7 and Saints 3.

As the observation began, five patrons were seated at the bar. All five patrons were male. Two out of the five males appeared to be friendly as they were sitting next to each other. These two males were both wearing football jerseys. One man had on a Green Bay Packers jersey, and the other had on a New York Giants jersey. Both men were white and middle-aged. The bartender is a white male who appears to be in his early to mid-thirties. He was wearing a purple collard shirt, necktie, and black pants. The bartender said to a white male wearing a black/gray shirt with black pants "another Blue Moon?" Male in black/gray shirt says "yes." A server hands the bartender soup the bartender says "thank you." The bartender then serves the male with the black/gray shirt the soup that came out and the male in the black/gray shirt says "thank you." White male black/gray shirt starts eating. The bartender apologizes to the white male wearing a black t-shirt and gray shorts he begins making him another drink. The bartender smiles and says, "sorry, I'm slowing you down." The patron says, "it's all right."

The Green Bay and Giants jersey-wearing males head to the restroom. The bartender says to the observer "you all right over there?" The observer responds "yes." There is an older black male wearing a black hat and black athletic gear sitting at the bar possibly watching the football game. The observer notices patrons entering and exiting the diner. The bartender is positioned behind the bar cleaning and organizing. Two female wait staff talk to each other behind the bar.

Green Bay and Giants jersey wearing males return from the restroom. Both men are having a conversation about work. The bartender hands the male with the black/gray shirt his main course. The black/gray shirt male thanks the bartender. The bartender says, "I'm sorry I didn't even get you silverware" he responds "that's fine" and begins eating once the silverware is provided. Patrons continue to enter the diner and a line forms as people wait to be seated. Patrons that enter the diner are greeted by a hostess "how many" patron responds "three" the hostess smiles, and they are taken to their seat.

The bartender smiles at his colleague as he hands her the drinks that he prepared. Various sporting activities are being displayed on the three big screen TVs; the first TV had the Yankee's vs. Red Socks, TV two Giants vs. Saints, the third TV had Nascar. The bartender checks in with black/gray shirt male "how is your food?" He responds "good." Black/gray shirt says, "have you had it before?" The bartender responds "yes," but it was 2:30 a.m. as he smiles. The bartender leaves from behind the bar to check on the observer "how are you doing over here?" The observer responds "great thanks for asking." The bartender makes his way back behind the bar. The bartender asks black/gray shirt are you finished he says "yes" black/gray shirt ask for a to-go container for the leftover food. The bartender proceeds to wrap up the food. The two men engage in a brief conversation. A mix of 90's and current pop music is playing in the background.

Green Bay and Giants jersey guys are talking about the Giants vs. Saints game; the score is now Giants 7 and Saints 6. The two men high five each other after the Saints player missed the touch down in the end zone. The bartender asks the Green Bay and Giants jersey guys "how are you guys doing?" They respond, "we're good." The bartender continues to prepare drinks for the wait staff. Green Bay and Giants jersey guys continue to talk and are laughing.

The bartender asks the male with the black t-shirt and gray shorts “how are you?” He says “good” and ask for his check. The bartender prepares the check and says, “here you go, sir.” Black t-shirt and gray shorts thanks him. Two new patrons walk in and sit at the bar. The bartender greets them with a smile and handshake. Both are male one appears to be of Asian descent and is wearing glasses and the second male is white and is wearing glasses. They are given menus, and they begin looking. A black male who is baldhead enters the bar area sitting at the opposite end of the bar. The bartender asks him "what can I get you?" He responds “red wine.” He is served a glass of red wine almost immediately. A white male black bandana-wearing sunglasses and a black shirt walks in with a white female wearing a black plaid shirt with dark brown hair enters and sit at the bar. The bartender takes the order of the two men wearing glasses that came into the bar earlier and keys their order in. A white female server with dark hair engages in a conversation with the couple wearing the bandana and black plaid shirt that had walked in previously. A new patron enters and sits at the bar. He is a white male wearing a gray sweatshirt, and a black baseball hat turned backward. He and black/gray shirt appear to be friends as they are sitting next to each other looking at one of their cell phones.

The bartender serves backward baseball cap male a beer as well as the male wearing the bandana with sunglasses. The bar is now busy with ten patrons sitting at the bar. The bartender says to the female wearing the black plaid shirt how are you? She responds “good.” Green Bay and Giants jersey wearing guys continue to talk. The food that the white male with glasses and the male of Asian descent with glasses arrives and they are served by the bartender.

Green Bay and Giants jersey guys head outside for a cigarette. The observer has a clear view of the opposite end of the bar. Everyone is talking, eating, drinking, and watching the TVs. The bartender pours another beer for the Green Bay jersey guy while he has his cigarette. The

two males with glasses are talking as they eat their meal. The man wearing the bandana and sunglasses is talking to the female wearing the black plaid shirt during their conversation she touches his face. The bandana male asks for a shot, and the bartender complies. The black plaid shirt female says, "he's been working all weekend" she is referring to the male wearing the bandana. The man wearing the bandana, the woman in the black plaid shirt, and the bartender engage in a conversation centered on bandanas work schedule.

The black male wearing the athletic gear leaves for the restroom. Green Bay and Giants jersey guys walk back in. The bartender continues to talk to bandana male and he shares his experience from high school and him working crazy hours overnight. It is now halftime for the football game. Green Bay and Giants jersey guys ask for and are given menus. The black/gray shirt male is talking to backward hat male. The bartender ask Green Bay and Giants jersey guys if they need more time? They say they are ready. The bartender says, "what would you like?" All three males engage in a conversation about sides and the salad bar. They place an order for two steaks. The bartender reminds them that their meal includes the salad bar, Green Bay jersey male smiles and says "I'm going to the salad bar before the game starts." The bartender smiles and says, "go ahead." Music continues to play in the background. The black male wearing the athletic gear returns from the restroom. The bartender and black/gray shirt engage in a conversation they were both laughing. The bartender asks Green Bay and Giants jersey guys do you want it sizzling? They say "yes" the bartender smiles and says, "there is no other way, I figured, but I didn't want to have it come out and have to return it." A wait staff member walks through the bar and says "hello" to backward hat male before exiting the bar area. The observation ends at 5:52 p.m.

Analytical Section

The analytical section will display the codes that emerged after the observational notes. The codes will then be related to the research question. According to Emerson, Fretz, & Shaw, coding is the process of asking questions of the data collected in the field (2011). At the onset there was no predetermined codes thus open coding was employed, as the data was analyzed themes emerged (Emerson et al., 2011). Coding will follow.

Table I

Full Observational Notes and Coding

<p>On a sunny fall day, the observer set out to complete the described observation. The observation took place on Sunday, September 30th at 4:52 p.m. to 5:52 p.m. at the Coach House Diner located in North Bergen, New Jersey. The observer pulled into a large parking lot filled with many cars. The observer proceeded to walk up several steps. Upon entering the diner, the observer was met by a host and asked where he would like to sit. Ultimately the observer chose the bar area and was then guided to that location of the diner. The bar area is situated to the left as you enter through two double front doors. Immediately the observer was greeted with a smile from the</p>	<p>Greeted</p> <p>Warm Greeting</p>
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<p>bartender. The bartender stated, “sit where you would like.” The observer choose to sit in a booth facing the bar area. This provided an optimal view of the bar. The bartender mentioned that there wasn’t a server for that particular area that the observer was sitting so he would be taking care of the observer. He asked the observer what he would like. The observer ordered coffee. While waiting for the coffee, the observer took out his laptop and opened a blank Microsoft Word document and proceeded to record his jottings. When the bartender returned he said here is a pot of coffee for you to refill, as you would like since I’m alone in this section. Casually scanning the room most patrons sitting at the bar were looking at the three big-screen TVs that were affixed above the bar. The New York Giants and the New Orleans Saints football game was on the score at that time was Giants 7 and Saints 3.</p>	<p>Friendly</p> <p>Clear Communication</p> <p>Clear Communication</p> <p>Anticipated Need</p> <p>Sports</p>
<p>As the observation began, five patrons were seated at the bar. All five patrons were</p>	<p>Mostly Males</p>

<p>male. Two out of the five males appeared to be friendly as they were sitting next to each other. These two males were both wearing football jerseys. One man had on a Green Bay Packers jersey, and the other had on a New York Giants jersey. Both men were white and middle-aged. The bartender is a white male who appears to be in his early to mid-thirties. He was wearing a purple collard shirt, necktie, and black pants. The bartender said to a white male wearing a black/gray shirt with black pants “another Blue Moon?” Male in black/gray shirt says “yes.” A server hands the bartender soup the bartender says “thank you.” The bartender then serves the male with the black/gray shirt the soup that came out the male in the black/gray shirt says “thank you.” White male black/gray shirt starts eating. The bartender apologizes to the white male wearing a black t-shirt and gray shorts he begins making him another drink. The bartender smiles and says, “sorry, I’m slowing you down.” The patron says “it’s all right.”</p>	<p>Friends Hanging Out</p> <p>Sports</p> <p>Professional Attire</p> <p>Anticipated Need</p> <p>Polite/Respectful</p> <p>Polite/Respectful</p> <p>Polite/Respectful</p> <p>Humor</p>
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<p>The Green Bay and Giants jersey-wearing males head to the restroom. The bartender says to the observer “you all right over there?” The observer responds “yes.”</p> <p>There is an older black male wearing a black hat and black athletic gear sitting at the bar watching the football game. The observer notices patrons entering and exiting the diner. The bartender is positioned behind the bar cleaning and organizing. Two female wait staff talk to each other behind the bar.</p>	<p>Safe</p> <p>Check In</p> <p>Sports Fan</p> <p>Dialogue (amongst staff)</p>
<p>Green Bay and Giants jersey wearing males return from the restroom. Both men are having a conversation about work. The bartender hands the male with the black/gray shirt his main course. The black/gray shirt male thanks the bartender. The bartender says “I’m sorry I didn’t even get you silverware” he responds “that’s fine” and begins eating.</p> <p>Patrons continue to enter the diner and a line forms as people wait to be seated. Patrons that</p>	<p>Polite/Respectful</p> <p>Warm Greeting</p>

<p>enter the diner are greeted by a hostess “how many” patron responds “three” the hostess smiles, and they are taken to their seat.</p>	
<p>The bartender smiles at his colleague as he hands her the drinks that he prepared.</p> <p>Various sporting activities are being displayed on the three big screen TVs; the first TV had the Yankee’s vs. Red Socks, TV two Giants vs. Saints, the third TV had Nascar. The bartender checks in with black/gray shirt male “how is your food?” He responds “good.” Black/gray shirt says “have you had it before?” The bartender responds “yes,” but it was 2:30 a.m. as he smiles. The bartender leaves from behind the bar to check on the observer “how are you doing over here?” The observer responds “great thanks for asking.” The bartender makes his way back behind the bar. The bartender asks black/gray shirt are you finished he says “yes” black/gray shirt ask for a to-go container for the leftover food. The bartender proceeds to wrap up the food. The two men engage in a</p>	<p>Polite/Respectful</p> <p>Sports</p> <p>Check In</p> <p>Check In</p> <p>Check In</p> <p>Anticipated Need</p> <p>Dialogue (patron/staff)</p>

<p>brief conversation. A mix of 90's and current pop music is playing in the background.</p>	<p>Atmosphere</p>
<p>Green Bay and Giants jersey guys are talking about the Giants vs. Saints game; the score is now Giants 7 and Saints 6. The two men high five each other after the Saints player missed the touch down in the end zone. The bartender asks the Green Bay and Giants jersey guys "how are you guys doing?" They respond, "we're good." The bartender continues to prepare drinks for the wait staff. Green Bay and Giants jersey guys continue to talk and are laughing.</p>	<p>Friends Hanging Out</p> <p>Check In</p>
<p>The bartender asks the male with the black t-shirt and gray shorts "how are you?" He says "good" and ask for his check. The bartender prepares the check and says, "here you go, sir." Black t-shirt and gray shorts thanks him. Two new patrons walk in and sit at the bar. The bartender greets them with a smile and handshake. Both are male one appears to</p>	<p>Check In</p> <p>Polite/Respectful</p> <p>Warm Greeting</p>

<p>be of Asian descent and is wearing glasses and the second male is white and is wearing glasses. They are given menus, and they begin looking. A black male who is baldhead enters the bar area sitting at the opposite end of the bar. The bartender asks him "what can I get you?" He responds "red wine." He is served a glass of red wine almost immediately. A white male black bandana-wearing sunglasses and a black shirt walks in with a white female wearing a black plaid shirt dark brown hair enter and sit at the bar. The bartender takes the order of the two men wearing glasses that came into the bar earlier and keys their order in. A white female server with dark hair engages in a conversation with the couple wearing the bandana and black plaid shirt that had walked in. A new patron enters and sits at the bar. He is a white male wearing a gray sweatshirt, and a black baseball hat turned backward. He and black/gray shirt appear to be friends as they are sitting next to each other looking at one of their cell phones.</p>	<p>Friends Hanging Out</p> <p>Attentive</p> <p>Friends/Couple Hangout</p> <p>Attentive</p> <p>Dialogue (patron/staff)</p> <p>Friends Hanging Out</p>
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<p>The bartender serves backward baseball cap male a beer as well as the male wearing the bandana with sunglasses. The bar is now busy with ten patrons sitting at the bar. The bartender says to the female wearing the black plaid shirt how are you? She responds “good.” Green Bay and Giants jersey wearing guys continue to talk. The food that the white male with glasses and the male of Asian descent with glasses arrives and they are served by the bartender.</p>	<p>Attentive</p> <p>Check In</p> <p>Dialogue (amongst patrons)</p> <p>Attentive</p>
<p>Green Bay and Giants jersey guys head outside for a cigarette. The observer has a clear view of the opposite end of the bar. Everyone is talking, eating, drinking, and watching the TVs. The bartender pours another beer for the Green Bay jersey guy while he has his cigarette. The two males with glasses are talking as they eat their meal. The man wearing the bandana and sunglasses is talking to the female wearing the black plaid shirt during</p>	<p>Safe</p> <p>Dialogue (mix)</p> <p>Anticipated Need</p> <p>Dialogue (amongst patrons)</p>

<p>their conversation she touches his face. The bandana male asks for a shot, and the bartender complies. The black plaid shirt female says “he’s been working all weekend” she is referring to the male wearing the bandana. The man wearing the bandana, the woman in the black plaid shirt, and the bartender engage in a conversation centered on bandanas work schedule.</p>	<p>Attentive</p> <p>Dialogue (patron/staff)</p>
<p>The black male wearing the athletic gear leaves for the restroom. Green Bay and Giants jersey guys walk back in. The bartender continues to talk to bandana male and he shares his experience from high school and him working crazy hours overnight. It is now halftime for the football game. Green Bay and Giants jersey guys ask for and are given menus. The black/gray shirt male is talking to backward hat male. The bartender ask Green Bay and Giants jersey guys if they need more time? They say they are ready. The bartender says “what would you like?” All three males</p>	<p>Safe</p> <p>Dialogue/Rapport (patron/staff)</p> <p>Friends Hanging Out</p> <p>Check In</p> <p>Attentive</p>

The observer conducted this study at the Coach House Diner located in North Bergen, NJ on September 30th, 2018. The observer began the observation by identifying a site; developed several research questions before committing to the final research question, and he then used an electronic method to capture jottings that were later transformed into observational notes. The analysis process included assigning codes to the observational records. Finally, frequency and interpretation of the assigned codes were explained.

This site is familiar to the observer in that he has on a few occasions eaten at this particular establishment. The observer, however, does not have any connections to the owner(s) or staff that work at the diner. Although, there were a few occasions that the observer visited the Coach House Diner, the purpose of this visit was conducted through the lens of a researcher. The observer sought to uncover common themes relating to the research question “How does the restaurant staff specifically the bartender interact with patrons?” Careful analysis of the data revealed common words or phrases that lead to a theme (Emerson et al., 2011). After coding the observational notes, the observer came up with several common themes.

The observer began by first reading the text line by line while assigning common words or phrases. There were many codes assigned to the observational notes. The observer chose to focus only on those codes that were directly related to the research question. The codes that were specifically linked to the research question were then handwritten on paper, and tally marks were noted to document their occurrence within the document. The coded results yield seven themes: clear communication; greetings; polite/respectful; check-in; anticipated need; attentive; and dialogue. The table below will demonstrate the frequency of the codes.

Table II

Interactions Noted During the Observation of Bartender and Patrons at the Bar

Type of Interaction	Number of Interactions
Polite Respectful	8
Check In	8
Attentive	6
Dialogue	6
Anticipated Need	4
Greeting	4
Clear Communication	2

After the analysis of the interactions noted during the observation of a bartender and patrons at a bar, it is no surprise that being polite and respectful and checking in was at the top of the list. Based on the interactions of the staff amongst patrons there is an indication that people who go to the Coach House Diner are regulars. The way that they maintain their regular customer base and solicit new patrons is through a fundamental principle of treating people with respect. In this day and age of financial ups and downs business owners and workers must make people feel valued as they spend there hard earn money. This is directly in line with the bartender consistently checking in on patrons.

Being attentive and dialogue was next on the list of interactions between the bartender and patrons at the bar. As mentioned earlier as people work hard for their money they want to feel like the level of service they receive is matched. With excellent service is the human aspect of things; people want to feel special and not like the “guy” at the bar. This bartender took the time to interact with his patrons being personable when he could. Anticipated need and greetings

came next. These two themes are essential, as patrons want to be taken care of hence why they are out at a local bar/eatery. The bartender in this situation greeted every customer and knew what the customer wanted before they asked. Finally, clear communication although this one only occurred twice it is essential and could speak to the culture of the establishment and/or the bartender directly. The bartender was very clear with the observer about his role as the bartender, and he demonstrated that although he was the only one covering that area he put practices in place to make the observer feel comfortable.

In closing, this exercise has honestly been beneficial to me. Having gone through this process, I have a clearer picture of what is entailed in completing an observation, turning jottings into notes, and coding those notes. As I look toward my dissertation, I'm almost sure that part of my data collection will involve observations in the field. I believe I now have a strong foundation.

References

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