GUIDE FOR OBSERVERS

EXAMPLE

12 February 2019

#  Introduction

Thank you for volunteering to help with the *[x]* evaluation. We really appreciate your help. Your input will help [x] design future projects which give people meaningful arts experiences.

This is a guide for volunteers who will be observing the general public interact with the *[x activity]*. It is not a strict set of rules but advice about what has worked before and what might help you get the most out of your time observing people [do x].

# Your role

[x] will issue you with everything you need plus a location and which xs to observe. It’s up to you when you go out. [x] will let you know if there are any performances planned etc. Please spend 15 mins per observation.

Your role will be to:

* Observe general public interactions with the xs
* Collect email addresses from the general public survey
* Take photos of the general public – with their permission

## Observation

The aim is to see how people interact or respond to x. Some things to look for include:

* how many people stop to look at the x?
* how many people actually play the x?
* about how long do people typically stop and either watch, play or look at the x?
* are there any other ways in which people choose to interact with the xs?

When you are observing, it helps to pretend that you are a gallery attendant. Your job is to be as unobtrusive as possible, so that the general public can interact with the xs as naturally as possible. Perhaps stand or sit somewhere that you can see the xs and people’s expressions as they walk past or stop at x, but you are not obviously ‘watching’ people.

Please use the attached Observation Sheet to record your findings. And have fun!

## FAQs

While the principal task is to observe, you may get some questions from the public when collecting emails or asking for image permissions. Please refer to the FAQs [you can give the observer some FAQs] or encourage people to visit the x website.

## Collecting email addresses for the survey

If you are collecting email addresses for the general public survey, please try to get as representative a sample as possible. For example, please try to get email addresses of people who:

* played the x
* watched others at the x
* stopped to look at a x
* spent a long time at the x
* spent a short time at the x

Please also try to get a range of:

* men and women
* people of diverse ages (NOTE: do not approach people aged 15 or under unless you have parental permission)
* people from diverse cultural backgrounds

A good time to ask for people’s email address when the person playing the x finishes and someone else comes along.

## Contact details

For your privacy and to protect you from any unwanted attention, please wear you Volunteer Lanyard. It is a good idea to take someone with you while you observe (and possibly more fun!)

If you experience any problems at all here are the numbers to call: ***xx***

**Thank you!**

***Sample* Observation Sheet**

|  |  |
| --- | --- |
| **Your name** |  |
| **Your email** |  |
| **Date** |  |
| **Time (15 mins per x)** | From: To: |
| **Weather conditions** |  |
| **X observed** |  |

|  |  |
| --- | --- |
| **During your observation period, about how many people interacted with the x?** | **Number** |
| No. of people who played the x |  |
| No. of people who stopped to watch others play the x or look at the xs |  |
| No. of people who interacted or responded in another way (please specify) |  |
| **Total number of people who interacted with the x** |  |

|  |  |
| --- | --- |
| **What age range were the people you saw interacting with the x? (Use your best guess)** | **Number** |
| Children (0-12 years) |  |
| Teenagers (13-17 years) |  |
| Young adults (18-35 years) |  |
| Middle aged adults (36-59 years) |  |
| Older people (60 years and older) |  |

|  |  |
| --- | --- |
| **About how long did people spend interacting with the x?** | **Number** |
| No. of people who played the x for less than a minute |  |
| No. of people who played the x for between 1-5 mins |  |
| No. of people who played the x for 5 -10 mins |  |
| No. of people who played the x for more than 10 mins |  |
| No of people watching/looking that stayed for approx 5 mins or more |  |
| **Estimated average time spent interacting with the x** |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Please describe people’s responses to the x**(Tick the appropriate column) | **Most people** | **More than half of the people** | **About half of the people** | **Some people** | **Very few people** |
| Positive response (eg smiles, closer look at x, stop to listen) |  |  |  |  |  |
| Negative response (eg frowns, aggressive towards the x, vocally negative) |  |  |  |  |  |
| No response (eg didn’t really look at x at all) |  |  |  |  |  |

|  |
| --- |
| **Please describe in your own words how people interacted with the x. Include general observations and any particular interactions which stood out.** |
|  |

|  |
| --- |
| **Please describe any issues you noticed, eg anything which deterred people from interacting with the x.**  |
|  |

**Thank you! Please return this form to xPhotography and survey script**

*Hi I’m X and I work at x – I’d like to talk to you about a couple of things that you can help us with today.*

1. **Survey**

*We are planning to send out a survey to find out what people think of Play Me, I’m Yours.*

Would it be okay to email you a link to the survey?

* If **yes**, thank you! Could you give me your email address? (check that they are over 15)
* If **no** (or under 15), okay thanks for your time.

Complete a survey

X would value your feedback on today’s event. If you are happy for us send you an online survey please provide your details below. Please note you must be 15 years of age or older to participate.

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Email Address | Over 15? (tick) | Under 15 parent sign and print name |
| 1. |  |  |  |
| 2. |  |  |  |
| 3. |  |  |  |
| 4. |  |  |  |
| 5. |  |  |  |
| 6. |  |  |  |
| 7. |  |  |  |
| 8. |  |  |  |
| 9. |  |  |  |
| 10. |  |  |  |