

Observation Exercise

Project #1 Dr. Carnahan

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Do patrons of a coffee shop in the mid-afternoon come in to stay or are they ordering and leaving with their order? Do men or women stay at a coffee shop longer? What do people do when they are sitting at a coffee shop? These are some of the questions I had in mind when I went to sit and observe at a local coffee shop. This observation will serve to gather information to infer why people come to a coffee shop on a weekday afternoon. The observation lasted for 54 minutes.

Jottings

When I arrived:

- “If I don’t get in I am going to Israel to learn the language” Male (gets up around 3:05 gets back in line and is now waiting for an order (he has picked up his things and with is backpack on his back he is on his phone waiting....
 - and female to my immediate right at a long table one with a computer other female
- 3 long tables fist table male and female (young late teens early 20’s
 - I just go 8 hours each time
 - M=1 “I mean I just go - I’m going like this...super casual (points to purple and white flowered t-shirt with sweatpant shorts and Adidas sandals. He has a backpack with him on the chair next to him baseball cap on backwards)
 - F - the only thing I don’t understand is the plan
- Table 2 one female on a computer long dirty blond hair with lighter ends about 12” past shoulder length - older woman (mother?) came in at 2:42 and without sitting spoke to the girl, she got up and they left
- Table 3 m in a dark suit and tie (white shirt, black suit, dark burgundy and grey tie) on an apple computer laptop (30-40’s) -picks up a coffee grande, and a clothe black worn briefcase puts the coffee down and goes into the restrooms (male/female/handicap log with the word restroom underneath One door
- 3 short stuffed chairs one man (older) grey hair with earbuds on an apple laptop - up walking towards the garbage, threw garbage away and went into the restroom
- Picture (sand in circles) and then area set up with coffee, food, drinks
- LARGE full wall image
- 2:32 two m come in One gets something in a brown bag and eats it on the way over to wait for his dring. Grabs two straws, returns on
- 2 men (leave- one says hi to the man sitting next to the door m=1) arab descent?
- Worker comes over to swee in front of me and then behind me beside the door (f)
- Older man salt and pepper hair, blue jeans brown zip top

- Looking at a male with a clear orange drink in a clear glass bottle. He has light blue backpack. When he turns around to face me he appears to have Asian features
- 2 women (20's?) blond, strawberry blond come in and go around to the register, ordered at the register, got their drinks and left
- An older man comes in and goes right to the counter gray hair 70s 80s looking around waiting for service while 3 people behind the counter work and do not acknowledge him - Appears to ask the (only) guy behind the counters a questions - the young man behind the counter stops sweeping the floor and turns to him, responding to him that "she will help you in just a minute" - once he gets his drink, he leaves
- Older woman, 80s comes in and puts a bag on the table, takes off a red jacket, puts it on the bench in front of her (behind the small round table she has placed her backpack on) She lifts a cane above the table and opens the backpack after putting a cane down
- Two girls blond and redhead - 20's- go over to the waiting area
- The "Asian" with orange drink sits at a table looking out towards the window, to my right (but facing me)
- Older man, with a Kyphosis type hump on his right side, comes in goes around to the ordering area (80s?)
- 60-70ish man comes in and goes right up to the counter (short way)
- Young kid comes over to the first table with male and female sitting at the long table to my right and starts chatting with both of them
- Orange shirt blue jeans, picks up order and goes over to sit with another man (new man who came in and got a drink - I did not see him do this, but he has a white cardboard - grande size- cup to his left.) The two are talking while the man in black (with his back towards me) is on his phone and chatting. The other man (in the orange shirt, smiling at the man opposite him) takes food out of a bag and starts eating, smiling while talking to the gentleman in black (facing him)
- 2 young girls (teenagers HS? One has an economics book, both have backpacks and are casually dressed - put their things down at the second table one opens a computer the other chats - briefly - on the phone.
- OLDER man with plaid shirt and casual grey slacks, in a navy jacket sits in the chair (where the guy on the computer with earbuds was, one seat to the left) with a magazine, looking around and settles into reading his magazine
- F comes in 248 light blue hoodie, polka dot dress walks to the counter, phone out, places order
- Man with plaid shirt and blue slacks walk around to the line and waits looking at the display. On the phone now walked farther away from the line and is on the phone
- Worker comes around to the front of the ordering areas and begins to place and arrange food in the display in front of the cash register.
- Older woman with turquoise top and sneakers with a vente iced drink sits at a small round table with her back to me (don't know if she is on her phone) -gone at 252

- 2 men one in white shirt and khakis comes in and looks around goes to RR
- Other to the line in front of the guy in the plains (2:55 finally gets his (what looks like a (drip = assumption)coffee because it is served from the cash register and not at the end of the bar) and leaves) and orders (blue button down and tie **grey slack dark hair with some grey at the counter watching the workers behind the counter his head moves back and forth as he listens to the workers
- Man in white comes out of RR starts to go to the front of the line, looks around and then goes around to the self=serve food. Made a choice and is in line behind plaid shirt guy
- **To go 2 coffees in a coffee holder goes to the place to wait and sits on his phone - gets up, adds a third drip coffee and awaits a special - venti iced drink, places it in the coffee holder - still waiting for another something with whipped cream on top and in the middle of the carrier
- Large female goes to the front of the line, to the self serve, black short sleeve top, small laptop/ipad case, bag on right shoulder glasses, burgundy pants, sandals chooses chips and goes to order on phone, comes over to small table (where turquoise woman was and places her bag on the chair, small size laptop like case & chips on the table, her order is called (venti light large coffee?) sits on upholstered bench, called again and gets up
- Athletically dressed young woman comes in and sits down (waiting for a preorder to be ready?) Iced drink ready - she picks it up and leaves
- Male comes in put backpack down and goes to the line; red shirt, light washed blue jeans , white sneakers, grey socks - gets up when "Brendan" is called and gets up to collect a brown bag Has a clear plastic cup with the word "Teavana" on it (grande size
- Young Asian girl with Bose like large headphones on, black t-shirt with yellow emblem on the front, sits at a small round table next to a man wearing similar earphones to hers
- Worker leaving in white shirt (3:03) and white pants carrying her stbx apron wadded in her arms.
- Older gentleman
- Young girls -athletic pant light grey and white, dark blue lululemon jacket, brown, blonde hair up in a loose bun with a boy, about a head taller, with a baseball cap, light blue hoodie, light grey shorts, white ankle sox and white sneakers, stop to talk to "Brendan" and walk into line, order drinks, wait at the end of the "bar" - once they receive their drinks they leave
- Warm brown skinned woman, blue jeans, knee high light colored leather boots, grabs a light pink iced drink and walk out, smiles to me as I smile to her as she walks out the door.
- Older man navy v-neck sweater, white button down, light brown cords ordered and left with beverage (hot - in a white cardboard grande container with a brown sleeve to prevent holding the hot cup directly)

- Two school age girls come in together, backpacks over right shoulder for the shorter, dark haired, maroon shirted girl, The other girl wears her backpack over both shoulders, pink sleeves, , long sleeved top, shoulder length brown hair
- Middle age woman comes in, looks around and exits another door without ordering
- Older woman comes in (athletic gear and gets in line)
- At this point there are 8 people in line and two more young girls (middle school/high school age girls come in) look at another girl and comment “we are just going to talk to ...”
- “Mom type in 70’s print shirt goes to the table of the two high school age student begins to chat to both of them (she stands the girls remain seated) One girl has a large iced drink the other does not seem to have a drink
- 3 more “MS” age girls come in and get into line.
- Thin woman with white, long-sleeve t comes in, gets a drink in a can and sets it down on a table and (either puts something up on or takes down something) on a board behind me, takes her things and leave out the door behind me

(man that sits at the first long table to my right is wearing a grey polo shirt, blue jeans, black belt, white socks and brown tie suede-like shoes reading a newspaper)

- AT this point there are now about 35 people and there is a steady stream of students coming in and going out, sometimes coming in more than once to speak with other “students.
- A young woman with long blond hair, sleeveless dress, large pink bag (tote), black and gold wristlet wallet looks around for a seat (every table is taken at this point with at least one person.) She asks the man to my immediate right at the end of the first long table “is that seat taken?” She places her things on the chair and gets into line
- One man who has been here as long as I have been sits alone at a small round table with one young girl to his right - He has Bose-like headphones on and is working on an iPad sized device that is propped up on its own with a thermos and a venti sized clear plastic container. A large black and brown backpack is on the chair across from him at the same table

Observation ended at 3:18pm October 1, 2018



Full Observational Notes

Do patrons of coffee shop in the mid-afternoon come in to stay or are they ordering and leaving with their order? Do men or women stay at a coffee shop longer? What do people do when they are sitting at a coffee shop? These are some of the questions I had in mind when I went to sit and observe at a local coffee shop. The questions that I ultimately settled on was “What is the main reason that people might come into a coffee shop in the early afternoon?” To begin to answer to this question I went into a local coffee shop in a suburban neighborhood at 2:24pm on a Monday afternoon. The weather was partly cloudy and about 70 degrees Fahrenheit outside. I perched myself on a high table to the right of one of the entry doors which open out to the main parking lot. Behind me was another door that opens to a sidewalk along side a county route road that goes through the center of the town. The sidewalk connects a small shopping mall to the that has an Acme supermarket, a jeweler, a Smashburger, a pet store, a cleaner, and two -

five other small stores). This coffee shop is across from a another small strip of stores that has a Dunkin' coffee store. I sat with my back as close to a wall as I could get to being in a corner so I was able to have a clear sightline to the whole store as well as the ability to see who came in and out of both doors. I was also able to see where the workers took and filled orders.

As I look from right to left there are long tables to the right, and a group of 4 small tufted, upholstered, low backed, brown chairs against the far wall. On the wall opposite me, there is a large image of a spiral made of sand. To the left of the image are display cases that reach the end of that wall containing bagged coffee, mugs, packaged food items, and other items for sale. This is where the line forms. Many patrons come into the door at my left and head straight towards this wall and turn left to place their order at the counter (after the display of freshly baked food, that is glassed in). Opposite from the large glass window is the service area where people place coffee orders. Today there is only one cash register taking orders (the second one from where the line begins). The counter continues down with a height of about 4.5 feet and then drops to counter height where prepared drinks are placed. To the right of this curved counter is the restroom door and straight across from it is the other door to the parking lot (the one farthest away from where I sit). Between the two doors that lead to the parking lot is the area where patrons can fix their coffee, grab a stirrer, napkin, or throw away trash. There is one tall round table with a young, blonde woman sitting working on a computer, behind her and in front of me to my left is a door to the parking lot.

Between the tables near the window and the serving area is a long double-sided bench seat with small round tables on both sides. There are about ten to fifteen or so people in the store at this point with most of them sitting.

To my right sit four long (approximately five feet long) wooden tables that sat perpendicular to the large, windowed storefront. Each table had three chairs on either side of it. The table closest to me had a male and female sitting face-to-face to each other talking to one another so that I was able to hear some of what they were saying “If I don’t get in I am going to go to Israel to learn the language” stated the girl. They looked to be in their late teens, or early 20’s and the male (with his back towards me) was on a laptop computer but conversing with the girl across from him.

The second table had a young woman, also looks to be in her 20’s, sat facing in my direction, with her left shoulder perpendicular to the window. She had a laptop in front of her. She had long, straight dirty blonde hair with lighter blond ends that was about 12” past her shoulder. Approximately 20 minutes later (2:42) an older, shorter blonde woman came in the nearest door to my left, walked straight to her table, spoke with her, and the young woman got up and, gathering her things, followed her out the same door that the older woman came in.

A is a man in a dark suit, white button down shirt, with a dark burgundy and dark color tie sitting at the third table away from where I was sitting. He looked to be between 30-40 years of age and had an Apple laptop open in front of him (the Apple Logo was on the cover of the silver rectangle computer lid). He eventually (I did not note the time) picks up a grande size paper coffee cup, a medium brown worn, canvas like briefcase and heads towards the door near me, but turns slightly right, puts his cup in the trash and heads towards the door at the back of the store that is marked with a small placard with a male/female/handicapped logo with the work restroom underneath the door. He goes through the door and it closes behind him.

At 2:32pm two men come in and walk to the counter. One comes away with a small brown paper bag and takes something out and puts it in his mouth as he walks over to the waiting

area for his drink order. He turns to the “self-service” area and grabs two straws, heads back to the waiting area and then turns back to return one of the straws. At the same time, two men, who look to be of Arab descent, head in my direction toward the door and one of them stops to say “hi” to the male sitting to my right (with his back to the door out to the sidewalk) and then they both exit.

An older man (70-80) with a full head of grey hair walks up to the counter (going to the left of where the line would begin) to place an order. He stands looking at the three workers behind the counter and no one approaches him. The young man who is sweeping behind the counter stops sweeping and turns to the older gentleman and states “she will help you in just a minute” and continues to sweep. He orders and gets his drink and walks out the same way he came. This happens as an older woman (70-80) comes in the door farthest away from me and puts a backpack like bag on a small round table on the other side of the long bench in the middle. She removes her red jacket and puts it on the bench to the left of her as she lifts a cane to the table and then opens the backpack. She walks to the counter. At the same time two twenty something girls, one strawberry blond and one blond, walk in through the door closest to me and head (via the right side of the bench) to the line, appear to place an order and head to the waiting area, after a few minutes they receive their drinks and leave together, out of the same door they came in through. At about the same time a man with Asian features, dark black hair carrying an orange colored drink, and a backpack walks in my direction, and places his backpack on the end of the bench behind the first, small, round table and sits down. He removes a laptop from his backpack, opens it and looks down.

The number of people streaming in seems to be increasing as it becomes difficult to observe, in detail, each patron. An older man (80s?) with a Kyphosis type hump on his right

shoulder enters the door to my left and walks toward the counter with the large bench on his left. At the same time a 60-70ish man comes in and veers to the left of the large bench right to the counter. A man with an orange shirt and blue jeans has picked his white (grande size) paper cup up and walks over to third long table on my right, joining a man in a black shirt talking on a mobile device (his back is to me). The the man in the orange shirt, smiles, takes out something from a small brown paper bag and begins to talk to the man across from him.

Two younger girls (perhaps HS age) both with backpacks and one with a book title “Economics” and they sit, across from one another (one girl with her left shoulder perpendicular to the window and the other girl, across from her two seats from the window with her right shoulder perpendicular to the window). The girl facing me removes a laptop from her backpack and the girl with her back to me appears to be on her mobile phone (it is up to her left ear).

Around 2:48 pm a number of people walk in about the same time now, older (age?) man with a plaid shirt, casual type grey slacks, in a navy jacket who sits in one of the chairs at the far wall from where I sit. He looks around the store and settles into reading a magazine. A female (age?) with a polka dot, above the knee dress with a light blue hoodie walks up to the counter, with her phone out, catches the attention of a woman behind the counter. An older (50s-60s) female with a short sleeved, jersey turquoise top sits at the small round table at the end of the bench with a Venti size drink in a clear plastic container. She leaves at 2:52.

Two males (20s-30's), one with a white shirt and khaki pants, come in, look around the store and walk towards the restroom door. They both enter the door, one at a time. The man in the white shirts comes out heads toward the front of the line, looks around the store again, and turns right to head to the other side of the store and stands in front of the self-serve section.

The following people come in, one after another, at this point. A larger, female with glasses, in a black short sleeved top, burgundy pants and sandals, carrying over her right shoulder and a small laptop/iPad sized case takes a bag of chips from the self-serve carousel near the counter. She has a mobile phone at her ear and walks to the counter. An athletically dressed (¾ black leggings) comes in and sits down at the end of the bench (where the lady in the turquoise top had been sitting). She looks to her left, stands up and walks to the counter, picks up a clear plastic container and walks out the door. Male (late teens?) with a red shirt, light washed blue jeans, white sneakers, grey socks, places a backpack on the bench across from me (at about 1 o'clock position) and stands up when the name "Bxxxxxx" is called. He rises, walks to the counter and comes back with a brown bag and a clear plastic cup with the word "Teavana" printed in black letters on it. A young (teens) Asian girl comes in with large, black, Bose like headphones, black t-shirt with a yellow emblem in the front and sits to "Brendan's" left. To her left sits an older male (30's-40's) with similar Bose-type headphones on. He is on a laptop type device. Young girls (appear to be middle-school aged) with backpacks, under five feet chatting with one another; a male (older teen) with a baseball cap, light blue hoodie, light grey shorts, white ankle socks and white sneakers walks in with a female wearing light grey athletic pants, dark blue Lululemon jacket, with brownish, blonde hair tied up in a loose bun, who both stop to talk to "Brendan" for a few minutes. They walk to the order counter, then to the far end of the counter, pick up their order and walk out. Right after they leave, a light brown skinned woman, with blue jeans, and knee high light brown boots takes a light pink iced drink from the far end of the counter, walks towards me and returns my smile. She walks out the door. Two more school-age girls come in together, a middle-age (40's) woman walks into the store about two steps and looks around, turns around and walks out the door, an older (50-60) female, dressed in athletic

gear gets into the line behind eight people (this is the first time there have been more than one or two people in line since I arrived. Another woman (40-50) comes in and walks to the second long table to my right and begins talking to the two girls who have been at the table. Three more school-age (middle) girls come in and get into line. At this point there are about thirty-five people in the store with a steady stream of (apparently) students. Some of the (middle-school age) students come in and go out only to come in again. Finally, a (20-30) female comes in from the door on my right, stops, looks around. She is wearing a sleeveless dress, carrying a large pink tote bag, and a black and gold wristlet wallet. She asks the man at the first table (to my right) if the seat by the window is taken. He indicated it is not and she places her bag on the chair and walks to the end of the line.

Analytic Section

Part One

Table 1.

Full Observation Notes	Coding
<p>The table closest to me had a male and female sitting face-to-face to each other talking to one another so that I was able to hear some of what they were saying “If I don’t get in I am going to go to Israel to learn the language” stated the girl. They looked to be in their late teens, or early 20’s and the male (with his back towards me) was on a laptop computer but conversing with the girl across from him.</p> <p>The second table had a young woman, also looks to be in her 20’s, sat facing in my direction, with her left shoulder perpendicular to the window. She had a laptop in front of her. She had long, straight dirty blonde hair with lighter blond ends that was about 12” past her shoulder. Approximately 20 minutes later (2:42) an older, shorter blonde woman came in the nearest door to my left, walked straight to her table, spoke with her, and the young woman got up and, gathering her things, followed her out the same door that the older woman came in.</p> <p>A is a man in a dark suit, white button down shirt,</p>	<p>Appear to know each other</p> <p>Computer, working on school or job related work</p> <p>20’s</p> <p>20’s - computer, she looked to be working</p> <p>Older woman notice younger woman, familiarity-they leave together</p>

<p>with a dark burgundy and dark color tie sitting at the third table away from where I was sitting. He looked to be between 30-40 years of age and had an Apple laptop open in front of him (the Apple Logo was on the cover of the silver rectangle computer lid). He eventually (I did not note the time) picks up a grande size paper coffee cup, a medium brown worn, canvas like briefcase and heads towards the door near me, but turns slightly right, puts his cup in the trash and heads towards the door at the back of the store that is marked with a small placard with a male/female/handicapped logo with the work restroom underneath the door. He goes through the door and it closes behind him.</p> <p>At 2:32pm two men come in and walk to the counter. One comes away with a small brown paper bag and takes something out and puts it in his mouth as he walks over to the waiting area for his drink order. He turns to the “self service” area and grabs two straws, heads back to the waiting area and then turns back to return one of the straws. At the same time, two men, who look to be of Arab descent, head in my direction toward the door and one of them stops to say “hi” to the male sitting to my right (with his back to the door out to the sidewalk) and then they both exit.</p> <p>An older man (70-80) with a full head of grey hair walks up to the counter (going to the left of where the line would begin) to place an order. He stands looking at the three workers behind the counter and no one approaches him. The young man who is sweeping behind the counter stops sweeping and turns to the older gentleman and the states “she will help you in just a minute” and continues to sweep. He orders and gets his drink and walks out the same way he came. This happens as an older woman (70-80) comes in the door farthest away from me and puts a backpack like bag on a small round table on the other side of the long bench in the middle. She removes her red jacket and puts it on the bench to the left of her as she lifts a cane to the table and then opens the backpack. She walks to the counter. At the same time two twenty something girls, one strawberry blond and one blond, walk in through the door closest to me and head (via the right side of the bench) to the line, appear to place an order and head to the waiting area, after a few minutes they receive their drinks and leave together, out of the same door they came in through. At about the same time a man with Asian features, dark black hair carrying an orange colored drink, and a backpack walks in my direction, and places his backpack on the end of the bench behind the first, small, round table and sits down. He removes a laptop from his</p>	<p>Seems to be more professional, older, computer use, uses briefcase (working?)</p> <p>Men seem to carry “briefcases”</p> <p>Maybe here to use the restroom?</p> <p>Arrive together</p> <p>Familiarity with one another</p> <p>Seems in a hurry and irritated</p> <p>Appears helpful, empathetic perhaps as no one else pays attention until he helps</p> <p>Older woman - alone</p> <p>Girls, familiarity</p> <p>Familiar as they come in and go out together</p> <p>A number of patrons work on</p>
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<p>backpack, opens it and looks down.</p> <p>The number of people streaming in seems to be increasing as it becomes difficult to observe, in detail, each patron. An older man (80s?) with a Kyphosis type hump on his right shoulder enters the door to my left and walks toward the counter with the large bench on his left. At the same time a 60-70ish man comes in and veers to the left of the large bench right to the counter. A man with an orange shirt and blue jeans has picked his white (grande size) paper cup up and walks over to third long table on my right, joining a man in a black shirt talking on a mobile device (his back is to me). The the man in the orange shirt, <u>smiles</u>, takes out something from a small brown paper bag and begins to talk to the man across from him.</p> <p>Two younger girls (perhaps HS age) both with <u>backpacks</u> and one with a book title “Economics” and they sit, across from one another (one girl with her left shoulder perpendicular to the window and the other girl, across from her two seats from the window with her right shoulder perpendicular to the window). The girl facing me removes a laptop from her backpack and the girl with her back to me appears to be on her mobile phone (it is up to her left ear).</p> <p>Around 2:48 pm a <u>number of people</u> walk in about the same time now, older (age?) man with a plaid shirt, casual type grey slacks, in a navy jacket who sits in one of the chairs at the far wall from where I sit. He looks around the store and settles into reading a magazine. A female (age?) with a polka dot, above the knee dress with a light blue hoodie walks up to the counter, with her phone out, catches the attention of a woman behind the counter. An older (50s-60s) female with a short sleeved, jersey turquoise top <u>sits at the small round table</u> at the end of the bench with a Venti size drink in a clear plastic container. She leaves at 2:52.</p> <p>Two males (20s-30’s), one with a white shirt and khaki pants, come in, look around the store and walk towards the <u>restroom door</u>. They both enter the door, one at a time. The man in the white shirts comes out heads toward the front of the line, looks around the store again, and turns right to head to the other side of the store and stands in front of the self-serve section.</p> <p>The following people come in, one after another, at this point. A larger, female with glasses, in a black short sleeved top, burgundy pants and sandals, carrying over her right shoulder and a <u>small laptop/iPad sized case</u> takes a bag of chips from the self-serve carousel near the counter. She has a mobile phone at her ear and walks to the counter. An</p>	<p>laptops</p> <p>Coming in and then leaving (alone)</p> <p>These two men may have planned to meet. They converse as they know one another</p> <p>Increasing number of younger (20 and under) students as it nears 3pm</p> <p>Single people most often sit at a small round table, alone</p> <p>Only the second person to walk to the restroom</p> <p>While there is a “briefcase” she did not use it.</p>
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athletically dressed (¾ black leggings) comes in and sits down at the end of the bench (where the lady in the turquoise top had been sitting). She looks to her left, stands up and walks to the counter, picks up a clear plastic container and walks out the door. Male (late teens?) with a red shirt, light washed blue jeans, white sneakers, grey socks, places a backpack on the bench across from me (at about 1 o'clock position) and stands up when the name "Brenden" is called. He rises, walks to the counter and comes back with a brown bag and a clear plastic cup with the word "Teavana" printed in black letters on it. A young (teens) Asian girl comes in with large, black, Bose like headphones, black t-shirt with a yellow emblem in the front and sits to "Brendan's" left. To her left sits an older male (30's-40's) with similar Bose-type headphones on. He is on a laptop type device. Young girls (appear to be middle-school aged) with backpacks, under five feet chatting with one another; a male (older teen) with a baseball cap, light blue hoodie, light grey shorts, white ankle socks and white sneakers walks in with a female wearing light grey athletic pants, dark blue Lululemon jacket, with brownish, blonde hair tied up in a loose bun, who both stop to talk to "Brendan" for a few minutes. They walk to the order counter, then to the far end of the counter, pick up their order and walk out. Right after they leave, a light brown skinned woman, with blue jeans, and knee high light brown boots takes a light pink iced drink from the far end of the counter, walks towards me and returns my smile. She walks out the door. Two more school-age girls come in together, a middle-age (40's) woman walks into the store about two steps and looks around, turns around and walks out the door, an older (50-60) female, dressed in athletic gear gets into the line behind eight people (this is the first time there have been more than one or two people in line since I arrived. Another woman (40-50) comes in and walks to the second long table to my right and begins talking to the two girls who have been at the table. Three more school-age (middle) girls come in and get into line. At this point there are about thirty-five people in the store with a steady stream of (apparently) students. Some of the (middle-school age) students come in and go out only to come in again. Finally, a (20-30) female comes in from the door on my right, stops, looks around. She is wearing a sleeveless dress, carrying a large pink tote bag, and a black and gold wristlet wallet. She asks the man at the first table (to my right) if the seat by the window is taken. He indicated it is not and she places her bag on the chair and walks to the end of the line.

Athletic wear; She appears to have ordered ahead and just came in to pick up her order
Looks to be in a hurry

Neither of the two with headphones seem to have a drink or food - but computer devices are in front of them

These groups of girls seem to have a familiarity about them
Athletic wear - casual

Comfortable manner with one another, confident in where to go once they enter the store

This was someone who came in for a drink and left

Intimidated? by the number of people? Or looking for someone who was not there?

Familiarity in their exchange (like they are catching up)

There is a familiarity with the way the young girls come in and out of the store.

This is the first interaction between "strangers"

Part Two

I enjoy a good cup of coffee and will occasionally (one - four times a month) go to a coffee chain like Starbucks or Dunkin' and order a "to go" cup. While I have been at a coffee shop for the wifi while traveling or to wait for someone, I have never specifically gone to a coffee shop to order a coffee and sit down to do work, until now. My visits are for 1) picking up an "on the go" order when I might have a few minutes to pick up a coffee, but not time to wait in line 2) I am with a friend and we go in together to get a coffee on our way to do something else, or 3) pick up a coffee for a long car ride on my way into the city on the train.

The opportunity to order a coffee and then sit and observe while working on my computer was interesting opportunity. My presence did not seem to be unusual and allowed me to make and record observations without affecting (what I would characterize as) typical coffee shop behavior. Having worked as a science teacher for many years (and teaching students how to write what they "see" and not what they "think they see") and as a nurse where you write "nurses notes" of patient observations based on what you "see." The only time you would state anything that was not a direct observation is when you are directly quoting a patient's response. These past experiences have given me many occasions to learn about good observation techniques and to practice them as well. This is my first opportunity to observe, specifically, for qualitative data and I am hopeful that those past experiences will be helpful in making and recording data for this observation.

As I observed and recorded the surroundings at coffee shop at some point I became aware of what I was focusing my observations on. I was observing where the customers were coming in from, how they were dressed, and their general ages. I found I was focusing, a lot, on the type

and colors of clothing people were wearing and making broad “judgements” about what they might be doing, or where they were coming from or going to. I noted their gender and approximate age range. I also noticed that I had not indicated the ethnicity of any of the customers until a person with Asian features came in. Most of the customers appeared to be caucasian, but I might have indicated that for the first person (and each person thereafter like I did with age and gender. I also did not indicate the size of most people and did not realize this until a larger woman came in. Most people looked neither over or underweight. I described a general age-range for each person as well. Realizing that my perception of age may be very different from others perception of age, I thought it was important to give a general range so the reader could use their own framework of age to visualize the wide range of ages of the many customers.

The analysis of the data that was collected over 54 minutes helps to better understand the reason for my visit, “What is the main reason that people might come into a coffee shop in the early afternoon?” There are approximately the same number of male and female customers that came into coffee shop and most of them came in for some kind of beverage. Most people who came in, came in alone, or were in alone and on some kind of technology, mostly laptops. Fewer people came into socialize during the early part of the observation, and appeared to be dressed in business casual clothing and stayed to “work.” There was a wide range of ages, but there were no parents with children at all during that hour. As the time drew closer to three o’clock pm, more school age children came in. They did not come in to make a purchase (although some did) but to socialize with, what appeared to be friends or acquaintances. Some students asked questions of other students in a more formal manner indicating that they might know that student went to school with them, but they were not close, familiar friends. The number of older adults,

perhaps retired, may have come in to be around people as they did not interact with anyone else. They did not use any technology, but ate or drank and then left. Their stay was not as long as the more older teens, young adult, middle-aged patrons that stayed for longer periods of time (some the entire length of the observation) and were interacting with some kind of technology. The interpretation of the data leads me to say that the main reason that people might come into a coffee shop in the early afternoon is to be around a variety of people who may have the same purpose, of doing some sort of work using technology. These customers did not seem to be affected by the rise in volume or the increasing number energetic school children mid-afternoon.

References

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