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CONCRETENESS: PHYSICALLY TO SOCIALLY BASED CODESCODES
VERSUS RATING SCALES; THE CODING MANUAL; SUMMARY; 3 Recording
Observational Data; UNTIMED-EVENT RECORDING; TIMED-EVENT
RECORDING; INTERVAL RECORDING; Partial-Interval or One-Zero
Sampling; Momentary or Instantaneous Sampling; Whole-Interval
Sampling; SELECTED-INTERVAL RECORDING; LIVE OBSERVATION VERSUS
RECORDED BEHAVIOR; DIGITAL RECORDING AND COMPUTER-ASSISTED
CODING; SUMMARY; 4 Representing Observational Data; A SEQUENTIAL
DATA INTERCHANGE STANDARD (SDIS); REPRESENTING TIME; SINGLE-
CODE EVENT SEQUENCES; TIMED-EVENT AND STATE SEQUENCES
INTERVAL AND MULTICODE EVENT SEQUENCESA UNIVERSAL CODE-UNIT
GRID; ALTERNATIVES: SPREADSHEET AND STATISTICAL PACKAGE GRIDS;
DATA MANAGEMENT AND FILE FORMATS; SUMMARY; 5 Observer
Agreement and Cohen's Kappa; POINT-BY-POINT VERSUS SUMMARY
AGREEMENT; THE CLASSIC COHEN'S KAPPA; WHEN IS KAPPA BIG
ENOUGH?; Is Statistical Significance Useful?; Observer Bias and Kappa
Maximum; Observer Accuracy, Number of Codes, and Their Prevalence;
Standards for Kappa (Number of Codes Matters); COMPARING AN
OBSERVER WITH A GOLD STANDARD; Agreement and Reliability; Errors
of Commission and Omission; SUMMARY
6 Kappas for Point-by-Point AgreementEVENT-BASED AGREEMENT: THE
ALIGNMENT PROBLEM; TIME-BASED AGREEMENT: INFLATED COUNTS?;
EVENT-BASED AGREEMENT FOR TIMED-EVENT SEQUENCES; INTERVAL-
BASED AGREEMENT USING COHEN'S KAPPA; WEIGHTED KAPPA: WHEN
DISAGREEMENTS DIFFER IN SEVERITY; ARE ALL KAPPAS OVERRATED?;
SUMMARY; 7 The Intraclass Correlation Coefficient (ICC) for Summary
Measures; RELATIVE VERSUS ABSOLUTE AGREEMENT; TARGETS AND
SESSIONS; RELATIVE AND ABSOLUTE ICCS; SUMMARY; 8 Summary
Statistics for Individual Codes; BASIC STATISTICS FOR INDIVIDUAL
CODES; Frequency; Relative frequency; Rate
Vulnerability to Zero Cells

Sommario/riassunto

Behavioral scientists - including those in psychology, infant and child development, education, animal behavior, marketing and usability studies - use many methods to measure behavior. Systematic observation is used to study relatively natural, spontaneous behavior as it unfolds sequentially in time. This book emphasizes digital means to record and code such behavior; while observational methods do not require them, they work better with them. Key topics include devising coding schemes, training observers and assessing reliability, as well as recording, representing and analyzing observational data. In clear and straightforward language, this book provides a thorough grounding in observational methods along with considerable practical advice. It describes standard conventions for sequential data and details how to perform sequential analysis with a computer program developed by the authors. The book is rich with examples of coding schemes and different approaches to sequential analysis, including both statistical and graphical means.
