

Name _____

ACTIVITY 1-3

WHAT INFLUENCES OUR OBSERVATIONS?

Part 1

Directions: Watch the commercial and answer the questions on the sheet provided.

Questions:

1. How many people are in the video?

2. Describe the main character(s) in the commercial in terms of:
 - a. Size

 - b. Age

 - c. Skin color

 - d. Height

 - e. Weight

 - f. Hair: style, color, length

 - g. Clothing

 - h. Hat

 - i. Glasses

 - j. Distinguishing features

 - k. Jewelry

 - l. Beard or no beard

 - m. Any physical limitations

3. Describe the other people in the commercial.

4. Describe the setting(s) of the commercial (where it was located).

5. What furniture, if any, was in the commercial?
6. Was the time noted?
7. Was it possible to determine the season?
8. What were the people doing in the commercial?
9. Were there any cars in the commercial? If so, describe the:
 - a. Model
 - b. Year
 - c. Color
 - d. License plate number
10. How long was the video?

Part 2

Student-Designed Commercial Activity

Directions: Design an activity involving commercials that would demonstrate how different factors influence our ability to observe. You should include the following:

1. Research question
2. Hypothesis
3. Experimental design
 - a. Control
 - b. Variable
4. Observations
 - a. What you will measure
 - b. Data tables
5. Conclusion based on your data

Suggested Factors to Test

1. Will the number of people in the room affect someone's observational skills?
2. Will someone's observational skills be affected if he or she is listening to music while making the observation?

3. Are men less observant of the surrounding environment if the commercial features an attractive woman?
4. Are women less observant of the surrounding environment if the commercial features a handsome man?
5. Are young people less observant of an older person in a commercial as opposed to a younger person?
6. Are older people less observant of a younger person in a commercial as opposed to an older person?
7. Will famous people (e.g., actors, actresses, singers, athletes) in a commercial encourage someone to watch the commercial and therefore be more observant of the product information?
8. Does racial background affect someone's ability to recognize someone of a different race?
9. Does the color of someone's clothing make the person more noticeable?
10. Are bald men more difficult to recognize than men who have hair?
11. If the person wears a hat, does that make him or her more difficult to recognize or more likely to be recognized?
12. Does a person's style of clothing make him or her more noticeable or less? (For example, are there differences with responses to a man in a suit as opposed to a man in jeans?)
13. Does the presence of a beard make someone less noticeable or more noticeable?

14. Is an overweight person less likely to be observed than someone of normal weight?