

# **Unobtrusive Methodology**

**Unobtrusive methodology involves the systematic collection of physical non-reactive data to investigate social phenomena.**

**The three major forms of unobtrusive methodology are:**

## **1) Physical Trace**

**A) Accretion (e.g., Richland Center's anti-alcohol legislation upon actual drinking behavior)**

**B) Erosion (e.g., Chicago Museum of Science and Industry study on the popularity of exhibits)**

## **2) Non-participant Observation (e.g., body language research, pupil dilation studies, mean speaking distance by cultures, etc.)**

## **3) Archival Records**

**A) Letters (e.g., Last Letters from Leningrad)**

**B) Mass Media (e.g., Russell Middleton's ideal family size study from popular magazines)**

**C) Public Records (e.g., all criminal court records)**

