

Observational Exercise

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Observational Exercise

Observational Notes

The start of the observation began at 6:30 p.m. on Monday October 11th, 2021. The observer arrived at the location, the lobby area of a north New Jersey mall, near a coffee shop, a pizza parlor, and a small interactive exhibit. The lobby area includes a four-sided couch, chairs, and small tables for groups of 2. The exhibit is in a corner site with glass walls, inside there are seven small sections, each representing a different color of the rainbow and decorated solely with flowers and plants of that color.

Inside the flower color exhibit at 6:35 p.m. a man wearing a white tee shirt and a woman in a pink hoodie, in their twenties, with an infant girl stop at a fake patch of grass while their child runs around the flower spaces. The man is standing up explaining something to the woman when he suddenly picks up a camera and takes a photo of the child. At 6:38 p.m. a woman wearing a blue bathing suit and a bejeweled winged hat to match enters the red roses flower field, the man is now performing a photoshoot for the model. Every twenty to thirty shots the man pauses to show the model the pictures with the digital camera. 6:43 p.m. The woman in the pink hoodie takes pictures of the man as he shows the model the pictures from the photoshoot. 6:45 The baby and model are now taking pictures together. 6:48 The three adults chat and laugh together. The man continues to take pictures of the model as she performs different poses while laughing and talking. 6:52 p.m., the man moves swiftly in front of the model moving in a pose and takes a live action shot, they both look at the camera recording after. They repeat the same motion three times. 6:55 p.m., the model and man take a break. The model moves to a mirror structure decorated with sunflowers and checks her hair, reapplies lipstick. The man is now taking shots of the flowers in the red rose room. Then, the man sits in the grass to look at his

camera. The model moves around and comes back to the mirror to fix her eyebrows. They exchange a few words, and she goes back to the red rose room and models with her hat, the man continues to take pictures and videos. 6:57 p.m., they stop, the man is now talking to the woman in the pink hoodie, and the model is back in front of the mirror fixing her hair. 6:58 p.m., the photoshoot resumes as the model poses and then pause to look at the pictures. All three of them look at the pictures together, then the man signals for the model to wave her hat as he records.

6:45 p.m. a man in his thirties wearing a black cap, white shirt, and green pants sits at an empty table facing the floral exhibit. He places his bags on the table, one large duffel case, and a smaller version of the bag. One tripod sits on top of the large bag. The man crosses his legs intermittently and takes a drag of his e-cig every couple of minutes. 6:49 p.m. He sighs and fixes the gold chain around his neck; he looks around as if waiting for someone. 6:54 p.m. two girls get up from a nearby table, they exchange glances, he looks their way as the two girls walk by. 6:55 p.m. the man is now watching the model's photoshoot through the glass. 6:57 p.m. the man continues to watch the photoshoot. 6:59 p.m. the man checks his watch and picks up his cellphone.

In the couch area, at 6:35 p.m. a teenager girl cracks open a can of coke and reads text messages in her cellphone as she opens a Ziplock bag of peanuts. The teen has a headset and green hoodie on and is actively looking at her phone. At 6:38 p.m. she dusts her hands off and reaches for the can of soda, still actively scrolling through their phone. 6:42 p.m. the teen is playing a game on her cellphone while eating peanuts from the Ziplock and sporadically sipping the can of coke. 6:45 p.m. the teen grabs the bag sternly, picks up the soda can, looks at her phone, gets up from the couch and leaves.

At 6:40 p.m. A lady sits at the left side of the couch, wearing a black polka dot shirt and entertaining two baby carriages. One carriage is occupied by a little girl and the other with a baby boy. The baby girl seemed to be upset and was crying. 6:44 p.m. a man, possibly the father comes in with a pack of cookies, mentions something to the mom and leaves. The mom shares the cookies with the children. 6:46 p.m. The father comes back with two frozen coffee drinks, the mom gets up to take one cup from his hands, they each take a stroller and move on.

6:48 p.m. a teenager boy wearing a black hoodie sits down in the couch. He slouches and scrolls through his phone while picking at his hair. 6:50 p.m. He gets up and leaves.

6:54 p.m. a child jumps on the couch, a girl acts as if walking away and turns around toward the child. Two more girls approach, all three girls are wearing face masks, one takes a picture of the child spread on the couch, the first girl pulls the boy by his legs and then picks him up, they all laugh together and leave. 7:00 p.m. observation ends.

Analytical Section

The observation took place in a public lobby area of a shopping center. As seen in Image 1 below, the setting is a transitional place that includes a public couch and tables with chairs for people to rest and consume food and drinks from nearby parlors. Additionally, the floral exhibit provided a place for people to interact and capture creative media. This section will discuss the analysis and interpretations of the social interactions observed.

The initial interactions observed inside the exhibit between the photographer man and the woman in the pink hoodie indicated that the exhibit served as additional space to rest and interact. Although, the arrival of the model and subsequent actions of the photographer presents the exhibit as an effective space to perform photoshoots. The interactions between the model,

photographer, woman in pink, and the child indicate a level of comfort between acquaintances. The continuous photoshoot, carefully selection of location, and detail in the superficial looks of the model show a high level of professional work. The social interactions and communication between all parties are friendly and lively. The new insight on the location provides context to the actions of the man in the black cap observing the photoshoot from the outside. The tripod, luggage, and waiting demeanor indicates the man is a photographer waiting for the subject of his photoshoot.

Across the tables, outside of the floral exhibit, the four-sided couch contrasts the high activity inside of the exhibit. The teenager girl showed no physical interactions with any other person. The teenager actions focused in two things, online messaging and eating. The attire, headset, and length of stay suggest the teenager chose the chair to spend a breaktime from work in a nearby store. Subsequent observations of other people in the couch were short. A teenager boy sat down, used his cellphone for two minutes, and left. A woman with two baby carriages sat down, received drinks from a nearby coffee shop, and left. A child jumped on the couch, girls took picture together, and left. The short observations of each group show the couch area as place for quick rest.

The observations of the different sections of the shopping center lobby provide contrasting social interactions. While the exhibit section provided a setting for active social interactions, the couch section offered a place to rest and recharge for shoppers and workers alike. Most of the social interactions involved technology devices like cellphones and digital cameras, whether the social interaction was between multiple people, or in isolation.

Image 1



Note: Setting of the observational exercise, the lobby of a shopping center.