

Observation

[Sociology](#)



**ASSIGN
BUSTER**

Observation In the mall under observation, I observed mental models of two groups: the elderly and the children. There were a few elderly in the mall, mostly couples. Most of them were sitting on benches, sipping cups of coffee with their partners, and having a chit chat. They did not seem to have any responsibility on their shoulders, and all they wanted to have was some time out with their life partners. There were a lot of children in the mall, running around and having fun. Some of the infants were in their prams, and the toddlers held their mothers' fingers. Elder children pointed at stuff of their interest which they showed to their parents. For me, the mental models of the two groups were a lot similar, as the two groups were as carefree as they could be.

2. As for social relations, I sensed that it was an unwritten rule that the elderly were to be given preference in comfort zones like on benches and at the coffee bar. They were attended first. Also, mothers had to look after their kids, and fathers tended them by buying them eatables and paying for their shopping. Parents warned their children about throwing trash out of the trash can, and the children conformed. That was really very interesting to observe how parents were calmly instructing their kids about any mistake they made, while they would be yelling at them if they were at home.

3. Material conditions included restraints like there were not many trash cans since this was a mall and not a picnic place. People were not supposed to eat while shopping. There was no kinder care for children. Resources included multiple ladies' and gents' washrooms, benches to sit upon, elevators, and catalogue counters.