This paper is part of the investigation, “Creativity and alienation in learning groups” developed by a team of the Department of Social Psychology and other Psychology Faculty of the School of Humanities and Social Sciences. Defined as an action research, aims to investigate the processes of learning groups in the University, to change our daily practice in learning groups. In an effort to find a working method according to the aim of reflecting on the processes of creativity and alienation, themes emerged as to deepen this discussion the observation technique. The goal then is to elaborate on the possibility of achieving objectivity and in turn, investigate the role of subjectivity in the observation and recording of the group process. To do this I have analyzed observations of these groups, groups working with the technical task force, in practical workshops and professor of Social Psychology in 2010. The conclusions I have arrived realize the importance of incorporating as an objective fact, the game of the subjectivity of observers in its register, in order to achieve greater objectivity. This raises the need to incorporate more of an observer and also to investigate more precisely the fantasies of both observers as the members of the groups this role is central to the technique of the task force. Achieving reflect on those ideas and feelings that involve the viewer in the process of observing and from there to incorporate new forms of registration in which to highlight what a more subjective as to be thoroughly recorded by the observer.

**Keywords**
Alienation, creativity, observer, subjectivity.