

Descriptive research

Psychology



**ASSIGN
BUSTER**

Descriptive Research Methods Case study: Unlike most research methodologies that investigate a group of people, a case study is concerned with one individual or one case. The design allows for a detailed investigation about one subject because it can effectively determine its unique characteristics. (Thomas, Nelson & Silverman, 2010, p. 20) Because of this, the data generated to describe events or situations are more accurate. Its main limitations include lack of objectivity because there is no statistics involved, potential error in selecting cases and the cost of the research.

Archival Research: This descriptive research technique is all about investigating existing records and documents, examining them for an entirely new purpose. (Myers & Hansen, 2011, p. 85) The beauty of this method is that it combines all information and data collected previously, resulting to a comprehensive and authoritative descriptive study. There is a wealth of information available and they can be cross-referenced and compared even from different periods. As with the case of historical research, the main problem for this model is the quality of the source. Historians, scholars and researchers have their respective biases or selective memory resulting in redacted, misinterpreted or wrong information.

Observational Research: This method observes behaviors in the participants natural setting and the data gathered are then analyzed. (Thomas, Nelson & Silverman, p. 20) The fundamental advantage is that instead of merely relying on what was said by the research subjects, the researchers actually see what they are doing. The main drawback is the inability of the researcher to determine motivations and intentions behind behaviors as well as the subjects feelings.

It is clear that each of these methods have their own strengths and

<https://assignbuster.com/descriptive-research/>

weaknesses. Therefore, in choosing the most effective descriptive research method, it is important to determine the nature and objectives of a research. For example, case studies are more appropriate for researching little known phenomena, while archival research is more effective in describing crime statistics or observational research in psychological studies.

References

Myers, A. and Hansen, C. (2011). *Experimental Psychology*. New York: Cengage Learning.

Thomas, J., Nelson, J. and Silverman, S. (2010). *Research Methods in Physical Activity*. Champaign, IL: Human Kinetics.