

# Scientific method and case study

Business



Blank blank Psychologists use a variety of research methods to study behavior.

Three of the main research methods used are: case study, correlation study, and experiment. A. Discuss one advantage of each research method listed above: A typical advantage of a case study is that they provide detailed information about the case and what is being studied. A typical advantage of a correlation study is that they examine, reveal, compare, test, and describe relationships between two variables; they also can be efficient and save time and money.

A typical advantage of an experiment is that they may establish cause and effect relationships also; they allow the researcher to distinguish between placebo and real effects.

B. Discuss one disadvantage of each research method listed above: A disadvantage to a case study is that their results cannot be generalized. They also cannot be used to establish cause and effect relationships. A disadvantage to a correlation study is that they are prone to inaccurate reporting.

A disadvantage to an experiment is that they reduce external validity.

C. For each method above, explain a key characteristic of the basic approach you could use to reach a scientific conclusion about the relationship between taking vitamin J and improving memory. Case study: A study of one person or functional unit. Correlation study: Discussion of the relationship or

correlation between vitamin J and memory. Experiment: Establishment or use of valiant J, control, or placebo control groups.

Psychologists use a variety of research methods to study behavior.

Three of the main A typical advantage of a case study is that they provide detailed information about the case and what is being studied. A typical advantage of a correlation study is that A disadvantage to a case study is that their results cannot be generalized. They also memory. Experiment: Establishment or use of vitamin J, control, or placebo control