

# Discussion questions

Sociology



Discussion questions Advantages, limitations Experimental design is one of the designs and can be used in testing effectiveness of a marketing strategy among a target market. Advantages of the method include high level validity and reliability and strong potentials in investigating causal relationships but it may have many legal and ethical implications (Cottrell and McKenzie, 2010). Another major research design is non-experimental design. It involves observations from natural occurrences and therefore have advantages of simplicity to implement and limited legal and ethical issue. It is however weak in evaluating causal relationships. Example is effectiveness of a therapy on patients (Denise and Beck, 2013). Phenomenology design involves the use of people's experiences for data collection and analysis and can be used in investigating effects of a traumatizing event. It has advantages of in-depth exploration of a subject and originality of data but is limited to research participants' memory and is susceptible to participants' bias (May and Holmes, 2012). Case study is another major design and involves the study of a person, a group of people, or an entity. The study of efficiency in a care facility is an example. It has an advantage of developing in-depth information but has limitations such as high cost and longer period for implementation (Kenney, 2010).