

Case Studies

Definition

- An intensive description and analysis of a single individual or (sometimes) group.

Advantages

1. Good source of ideas about behavior
2. Good opportunity for innovation
3. Good method to study rare phenomena
4. Good method to challenge theoretical assumptions
5. Good alternative or complement to the group focus of psychology

Disadvantages

1. Hard to draw definite cause-effect conclusions
2. Hard to generalize from a single case
3. Possible biases in data collection and interpretation (since single person gathers and analyzes the information)