

# METHODS IN PSYCHOLOGICAL RESEARCH

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# CASE STUDY

A **case study** is a **research methodology** that has commonly used in social sciences. A **case study** is a ~~research strategy and an empirical inquiry that investigates a~~ phenomenon within its real-life context. **Case studies** are based on an in-depth investigation of a single individual, group or event to explore the causes of underlying principles.

# QUESTIONIRE EXPERIMENT

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- A questionnaire is a research instrument consisting of a series of questions for the purpose of gathering information from dents. Questionnaires can be thought of as a kind of written interview. They can be carried out face to face, by telephone, computer or post.
- Questionnaires provide a relatively cheap, quick and efficient way of obtaining large amounts of information from a large sample of people.

# EXPERIMENTAL LABORATORY AND FIELD EXPERIENCE

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- A laboratory experiment is an experiment conducted under highly controlled conditions (not necessarily a laboratory), where accurate measurements are possible.
- The researcher decides where the experiment will take place, at what time, with which participants, in what circumstances and using a standardized procedure. Participants are randomly allocated to each independent variable group
- Field Experiment
- Field experiments are done in the everyday (i.e. real life) environment of the participants. The experimenter still manipulates the independent variable, but in a real-life setting (so cannot really control extraneous variables).

# ADVANTAGE AND DISVANTAGE

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- Several **case study** method **advantages** and disadvantages can appear when researchers take this approach. List of the **Advantages** of the **Case Study** Method. I. It requires an intensive **study** of a specific unit. Researchers must document verifiable data from direct observations when using the **case study** method.
- Questionnaires are inexpensive. First of all, questionnaires are one of the most affordable ways to ...
- Questionnaires are practical. Apart from being inexpensive, questionnaires are also a practical ...
- Questionnaires offer a quick way to get results. It's quick and easy to collect results with online and ...
- Scalability Questionnaires and surveys allow you to gather information