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B.A. (H) 1st Year

Paper - I Fundamental Psychology

Topic - Case Study

Case Study

A case study involves an up-close, in depth, and detailed examination of a particular case or cases, within a real-world context. For example, case studies in medicine may focus on an individual patient or ailment; case studies in business might cover a particular firm's strategy or a broader market; similarly, case studies in politics can range from a narrow happening over time (e.g., a specific political campaign) to an enormous undertaking (e.g., a World War).

Generally, a case study can highlight nearly any individual, group, organization, event, belief system, or action. It has been extensively practiced in both social and natural sciences.

Case study in psychology refers to the use of a descriptive research approach to obtain an in-depth analysis of a person, group, or phenomenon. A variety of techniques may be employed including personal interviews, direct observation, psychometric tests, and archival records.

In psychology case studies are most often used in clinical research to describe rare events and conditions, which contradict well established principles in the field of psychology. Case studies are generally a single-case design, where replication instead of sampling is the criterion for inclusion.

Like other research methodologies within psychology, the case study must produce valid and reliable results in order to be useful for the development of future research.