Case study

A **case study** is a research method involving an up-close, in-depth, and detailed examination of a subject of study (the **case**), as well as its related contextual conditions.

Case studies can be produced by following a formal research method. These case studies are likely to appear in formal research venues, as journals and professional conferences, rather than popular works.

In doing case study research, the "case" being studied may be an individual, organization, event, or action, existing in a specific time and place. For instance, clinical science has produced both well-known case studies of individuals and also case studies of clinical practices.

A case study is a descriptive and exploratory analysis of a person, group or event. It’s research can be single or multiple case studies, includes quantitative evidence, relies on multiple sources of evidence and benefits from the prior development of theoretical propositions.

Case studies are analysis of persons, groups, events, decisions, periods, policies, institutions or other systems that are studied holistically by one or more methods.

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# Different types of case study research methods

# In business research, four common case study approaches are distinguished.

# First, there is the "no theory first" type of case study design, which is closely connected to Kathleen methodological work.

# The second type of research design is about "gaps and holes", following Robert K. Yin's guidelines and making positivist assumptions.

# A third design deals with a "social construction of reality", represented by the work of Robert

# Finally, the reason for case study research can also be to identify "anomalies"; a representative scholar of this approach.

# Each of these four approaches has its areas of application, but it is important to understand their unique ontological and epistemological assumptions. There are substantial methodological differences between these approaches.

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**Case selection and structure**

 A case selection that is based on representativeness will seldom be able to produce these kinds of insights. When selecting a case for a case study, researchers will therefore use information-oriented sampling.

Three types of cases may thus be distinguished for selection:

1. Key cases
2. Outlier cases
3. Local knowledge cases

Whatever the frame of reference for the choice of the subject of the case study (key, outlier, local knowledge).there is a distinction to be made between the **subject** and the **object** of the case study.

**Marketing analysis**

In a case where the market of any organization is in jeopardy, the agency will seek answers and solutions. In order to fulfill this need, the organization must gather information. Case studies can be used to establish where the problem originates by utilizing several research methods.

**Types of case studies**

In [public relations](https://en.wikipedia.org/wiki/Public-relations) research, three types of case studies are used:

1. Linear.
2. Process-oriented.
3. Grounded.

Under the more generalized category of case study exist several subdivisions, each of which is custom selected for use depending upon the goals of the investigator. These types of case study include the following:

* **Illustrative case studies.**

 These are primarily descriptive studies. They typically utilize one or two instances of an event to show the existing situation.

* **Exploratory (or pilot) case studies.**

These are condensed case studies performed before implementing a large scale investigation. Their basic function is to help identify questions and select types of measurement prior to the main investigation.

* **Cumulative case studies**

These serve to aggregate information from several sites collected at different times.

* **Critical instance case studies.**

 These examine one or more sites either for the purpose of examining a situation of unique interest with little to no interest in generalization.

**Case studies in business**

Research in business disciplines is usually based on a positivist epistemology that reality is something that is objective and can be discovered and understood by a scientific examination of empirical evidence. But organizational behavior cannot always be easily reduced to simple tests that prove something to be true or false.

Case studies in management are generally used to interpret strategies or relationships, to develop sets of "best practices", or to analyze the external influences or the internal interactions of a firm.

**Related uses**

Using case studies in research differs from their use in teaching, where they are commonly called case methods and casebook methods. Teaching case studies have been a highly popular pedagogical format in many fields ranging from business education to science education.

Case studies are commonly used in case competitions and in job interviews for consulting firms such as McKinsey & Company, and the Boston Consulting Group, in which candidates are asked to develop the best solution for a case in an allotted time frame.