CASE STUDY: AN EFFECTIVE TOOL IN QUALITATIVE RESEARCH METHOD – A SOCIAL SCIENCE APPROACH

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ABSTRACT
Research in social sciences draws on various long established traditions, and in the last quarter of the twenty century research methods have diversified considerably. Qualitative research has for several reasons a special relevance for contemporary research in many fields, and it exhibits a variety of approaches. Qualitative research is oriented towards analyzing concrete cases in their temporal and local particularity and starting form people’s expression and activities in their local contexts. Case study research excels at bringing us to an understanding of a complex issue or object and can extend experience or add strength to what is already known through previous research. Case studies emphasize detailed contextual analysis of a limited number of events or conditions and their relationships. Researchers have used the case study research method for many years across a variety of disciplines. Social scientists, in particular, have made wide use of this qualitative research method to examine contemporary real-life situations and provide the basis for the application of ideas and extension of methods. Researcher Robert K. Yin defines the case study research method as an empirical inquiry that investigates a contemporary phenomenon within its real-life context; when the boundaries between phenomenon and context are not clearly evident; and in which multiple sources of evidence are used (Yin, 1984, p. 23). The present study gives an insight on Case study as a valuable method of research, with distinctive characteristics that make it ideal for many types of investigations. And how its use in different field makes it a more widely used methodology, once its features are better understood by potential researchers in organizing and conducting the research successfully.

KEYWORDS: Case Study, Social Science, Qualitative Research, Steps in Case Study, Advantages

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