**Case Study Methodology**

Below are some vivid examples from social psychology to teach you all that you will need to know about the value and limitations of case study research.

**1. The Kitty Genovese case study**

While the original details of this case have been debated and in some cases revised, this story grabs students’ attention and will allow you to explore the following material in Social Psychology:

\*The bystander effect and diffusion of responsibility

\*Pluralistic ignorance

\*Darley and Latane’s research into the bystander effect

\*Cognitive dissonance

**2. Big Dan’s Tavern (New Bedford, MA 1983)**

In 1983, a woman was badly beaten and gang raped by six men in a bar in New Bedford, MA. There is a good chance that you won’t find any reference to this story in most of your textbooks, but it can be useful to illustrate many of the following concepts in Social Psychology:

\*The bystander effect and diffusion of responsibility

\*Pluralistic ignorance

\*Blaming the victim

\*The just world phenomenon

\*The illusion of control

**3. Jonestown (Guyana 1978)**

\*Obedience to authority

\*Conformity and need for affiliation

\*The fundamental attribution error (FAE)

\*Cognitive dissonance

**APA Ethical Guidelines**

When you teach about ethical guidelines in research you could use the following examples from Social Psychology:

**1. Milgram’s research on obedience**

**2. Zimbardo’s Stanford prison study**

**3. Blue-Eyes, Brown Eyes Exercise**

(you could use this classroom example to teach about the roots of

prejudice and discrimination, in-group and out-group bias, scapegoating and

ethnocentrism)