

For each of the following scenarios, consider which epidemiological study design would be best suited to address the research question (RQ) and why:

- Ecological
- Cross-sectional
- Case-control
- Cohort (prospective)
- Cohort (retrospective)
- Randomized controlled trial (RCT)

Case study	Most appropriate design
<p>(1) Creutzfeldt-Jakob Disease (CJD) is “a human prion disease. It is a neurodegenerative disorder with characteristic clinical and diagnostic features. This disease is rapidly progressive and always fatal. Infection with this disease leads to death usually within 1 year of onset of illness... the estimated annual incidence in many countries, including the United States, has been reported to be about <i>one case per million population</i>.” (source: https://www.cdc.gov/prions/cjd/)</p> <p>RQ: What is the association between CJD and having consumed beef?</p>	<p>Case-control</p> <p>Key: CJD is rare (1 per million population)</p>
<p>(2) “Schistosomiasis... is a disease caused by parasitic worms... In terms of impact this disease is second only to malaria as the most devastating parasitic disease... The parasites that cause schistosomiasis live in certain types of freshwater snails.” (source: https://www.cdc.gov/parasites/schistosomiasis/)</p> <p>RQ: How does the incidence rate of schistosomiasis compare between people who swim in Mill Lake and people who swim in Cultus Lake?</p>	<p>Cohort</p> <p>Key: Starting with exposure (Mill Lake vs. Cultus Lake); asks for incidence rate (requires longitudinal follow-up)</p>
<p>(3) There is a new kind of COVID vaccine available called SFU-vax!</p> <p>RQ: How effective is the SFU-vax in protecting against lab-confirmed COVID-19 infection?</p>	<p>RCT</p>
<p>(4) The Environmental Health Division at the BCCDC has received area-level measures of air pollution for greater Vancouver. They also have access to the number of ER visits for asthma, per community.</p> <p>RQ: What is the relationship between air pollution and asthma attacks that require emergency medical attention?</p>	<p>Ecological</p> <p>Key: exposure (pollution) and outcome (asthma-related ER visits) are measured at group level</p>
<p>(5) There is a new variant of monkeypox that has just emerged among teenagers in several California communities. “Monkeypox can spread to anyone through close, personal, often skin-to-skin contact.” We don’t yet know the route(s) of transmission in this outbreak, and we aren’t sure what are the risk factors. (source: https://www.cdc.gov/poxvires/monkeypox/if-sick/transmission.html)</p> <p>RQ: What social and health-related factors are associated with recent monkeypox diagnoses among California teenagers in community A?</p>	<p>Case control</p> <p>Key: new disease/variant, and we don’t yet know what exposure we want to focus on so will measure multiple exposures</p>
<p>(6) I have been asked to do some preliminary research on associations between taking daily iron supplements and chronic fatigue. I don’t have a lot of time or money.</p> <p>RQ: Is daily iron supplementation associated with reduced prevalence of chronic fatigue?</p>	<p>Cross-sectional</p> <p>Key: don’t have a lot of time or money</p>

International Marketing Management Case Studies And Answers

CH Cherryholmes



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