**Study Design Comparison Worksheet**

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| This worksheet has two parts.  **Part 1**  Compare the characteristics of the different types of study design types listed in the table below. | | | | |
|  | **Randomized Trial** | **Cohort Study** | **Case-Control Study** | **Cross-Sectional Study** |
| **Descriptive or Analytic** |  |  |  |  |
| **Participant Selection Criteria**  (by exposure status, outcome status, randomized, or other) |  |  |  |  |
| **Measurement**  (prospective, retrospective, or single time point) |  |  |  |  |
| **Data Sources**  (primary data, surveys, secondary data, medical records, other) |  |  |  |  |
| **Measures of Association**  (prevalence/odds ratios, incidence/relative risk) |  |  |  |  |
| **Major Strengths** |  |  |  |  |
| **Major Weaknesses**  (sources of bias, etc.) |  |  |  |  |

**Part 2**

In 250-500 words, explain the purpose of conducting research in public health. What factors do you need to consider when choosing a research design?