

- Absolute allows us to think about how it is affecting the society when making decisions about drugs.

Ecological Studies:

1. These are studies that investigate risk factors of health outcomes in which the **unit of analysis are populations or groups** rather than individuals.
2. For example, patterns of cigarette consumption and bladder cancer – plot over time how cigarette consumption and bladder cancer changes over the years. This helps give a perspective on whether bans on tobacco are effective. They also allow us to generate hypothesis based on data.
3. Advantages include:
 - Easy to do
 - No individual data necessary
4. Disadvantages include:
 - No information on the individual level – *ecological fallacy*
 - We don't know if the people who smoke are also those who get lung cancer

Case-control Studies:

