

GENERAL



Gender Bias

Are the findings / conclusions focused on men?

(Androcentrism)

Can we generalise the findings / conclusion to both males and females?

Are the differences between men and women exaggerated? Or does the theory devalue one gender?

(Alpha bias)

Are the differences between men and women ignored or minimised? Or is it assumed that studies of men will apply equally to women?

(Beta bias)

Reductionism vs Holism?

Is the behaviour explained in terms of neurons, hormones & genes? **(Biological reductionism)**

Is the behaviour explained in terms of stimulus-response links? **(Environmental reductionism)**

Have complex behaviours been reduced into isolated variables for research? **(Experimental reductionism)**

Is the behaviour explained in terms of the whole experience, rather than the individual features? **(Holism)**

Ethical Issues & Social Sensitivity

Have ethical issues been considered at every stage of the research process?

Have the following ethical issues been followed:

- Privacy
- Confidentiality
- Valid methodology
- Deception
- Informed consent
- Equitable treatment
- Scientific freedom
- Ownership of data
- Values
- Risk/benefit ratio

Does the research have direct social consequences for the participants, or the group they represent? **(Socially sensitive research)**

Nature vs Nurture

Is the behaviour the product of innate biological factors? **(Nature)**

Is the behaviour the product of environmental factors? **(Nurture)**

Does the theory take into account both sides of the debate and suggest that nature and nurture work together? **(Interactionist approach)**

Approach

Idiographic vs. Nomothetic

Does the theory focus on individuals and emphasise uniqueness? Or does the theory favour qualitative methods in research? **(Idiographic approach)**

Does the theory seek for formulate general laws of behaviour? Or does the theory favour quantitative statistical techniques? **(Nomothetic approach)**

Determinism vs Free Will

Is the behaviour the product of genetic influences? **(Biological determinism)**

Is the behaviour the product of previous learning (classical / operant conditioning)? **(Environmental determinism)**

Is the behaviour the results of innate drives and early experiences? **(Psychic determinism)**

Is the behaviour the result of an individual's own choice? **(Free will)**

Ethnocentrism (Cultural Bias)

Is the behaviour being judged in terms of our own ethnic or cultural groups? **(Ethnocentrism)**

Is the behaviour being viewed within the context of the cultural in which it originates? **(Cultural relativism)**