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| **Grade** | | | **Criticisms of the Hazen and Shaver’s Research** | | |
| **E GRADE ANSWER** | **C GRADE ANSWER** | **A GRADE ANSWER** | **Must Know** | **Must Know** | **Could Know** |
| **Unrepresentative Sample** | **Social Desirability** | **Closed Questions** |
| P: One issue with the study is that Hazen & Shaver’s sample is unrepresentative. | P: Another issue with Hazen & Shaver’s research is that respondents may have lied and given inaccurate answers on the questionnaires. | P: Another issue is that the questionnaire used closed questions. |
|  | E: This is because they used a voluntary sampling method by advertising their ‘love quiz’ in a newspaper. | E: This is because asking people about their intimate relationships and their upbringing is sensitive, so they may lie, exaggerate or cover up their relationships through embarrassment. Furthermore, the questionnaires also relied on people reporting about their childhoods. Respondents may not have had accurate memories of their upbringing as memory can be unreliable. | E: This is because the ‘love quiz’ was a multi-choice questionnaire where respondents had to choose an answer that was already there. |
| E: This is an issue because only certain types of people (those who were keen) may have responded to, or sent back, the questionnaire. Those individuals with a bad relationship or had a troubled childhood may have not sent it back and are therefore missing from the results. More females responded than males (gender-biased) and the quiz only appeared in one newspaper, meaning only certain people from one area/class/culture responded. | E: This is an issue because Hazen & Shaver may not have measured what they set out to measure (whether attachment types affect the type of relationship in adulthood). | E: This is an issue because respondents may have wanted to select anther answer that wasn’t available, or elaborate/explain their responses but they couldn’t. |
|  | L: Consequently, this reduces the credibility of the study. | L: As a result, the internal validity of the study can be questioned. | L: As a result, the internal validity of the research may be questioned. |
|  | | | http://t3.gstatic.com/images?q=tbn:ANd9GcTbQgVAGYgkDCIxQZAVBBCyWfp4x7BbT1FvkmvrQjz5vml0JksEMHIJcA:brightoncrew.org/crew/wp-content/uploads/2011/09/Screen-Shot-2011-09-30-at-12.19.26-AM.png | http://t2.gstatic.com/images?q=tbn:ANd9GcSR9EuPJkGy0rD9dy22mLQFRAp7amKYNFOj9MrVIqwR3FW56_NEVQY7lA:origin.ih.constantcontact.com/fs061/1101053106216/img/17.jpg%3Fa%3D1101671877326 | http://t1.gstatic.com/images?q=tbn:ANd9GcRKHnHcRKgbDslDZogqRD-NOvqlKH25UxhKFMzxYB6Uc01DLQZRdX3Usnc:targettrg.co.uk/uploads/assets/medium/closed.jpg |