Across

1. Who made up the finding that when adverts for Coca-Cola, etc., were flashed up on cinema screens quickly, the sales increased significantly? (7 letters)

4. Who was publically discredited for doing fraudulent research on IQ that influenced the 11+ exam being introduced? (4)

6. What kind of testimony has social sensitive research helped by reducing the risk of a miscarriage of justice in the legal system? (10)

7 & 3. What two psychologists said social sensitive research is described as ‘studies in which there are potential consequences or implications either directly for the participants in the research or for the class of individuals represented by research’? (6,7)

9. Who said that psychologists may have a social responsibility to carry out research that may be social sensitive? (7)

10 & 5. One of the criticisms of socially sensitive research is that has given ‘scientific’ credence to P________ and D____________, e.g. examining racial basis of intelligence. (9,14)

11 & 2. What two psychologists noted that research on ‘alternative relationships’ had been guilty of a form of heterosexual bias where relationships were compared and judged against heterosexual norms? (9,5)

Down

2. See 11 across

3. See 7 across

4. Who was an advisor to the World Health Organisation who said in infants, mother love was as important in mental health, as vitamins are in physical health? (6)

5. See 10 across

8. In the race and IQ controversy, who criticised research on race and intelligence on account of its scientific racism? (5)