**Key study – Schaffer and Emerson (1964)**

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| ***A****im* – What did were the researchers trying to investigate? |  |
| ***P****rocedure* – How did the researchers conduct their research?  |  |
| ***F****indings* – What results did they find? |  |
| ***C****onclusions* – What did they conclude explained the results? |  |
| ***E****valuation* – Was the research strong or weak research, and therefore does it really support the theory that it claims to? (think about: ecological and population validity, observer bias and individual differences at minimum). |  |